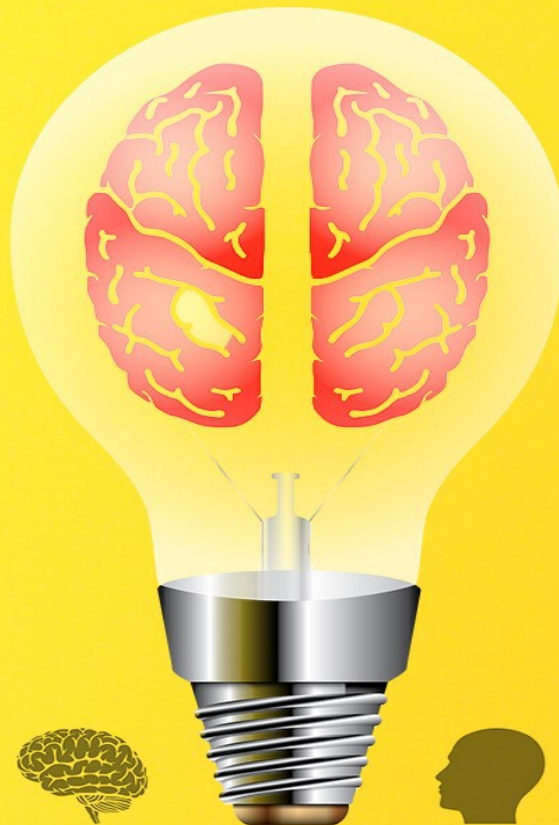


DARK PSYCHOLOGY

S E C R E T

**The Art of manipulation, How to influence people,
Hypnosis Techniques, subliminal secrets, and
Analyze Body language**



J O S E P H G R I F F I T H

DATA PSYCHO SEC

The Art of manipulation. Ho

Dark Psychology Secret

The Ultimate Guide to Learning the Art of Persuasion and Manipulation, Mind Control Techniques & Brainwashing. Discover the Art of Reading People and Influence Human Behavior

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Introduction

The mind is one of human nature's most complicated elements. The functioning of the brain is something that, as far as we know, has both perplexed and fascinated humanity. The mysteries of the mind have been studied by philosophers, psychologists, and researchers. It is usually believed that our conduct and actions are influenced by natural perceptions. Therefore, a bunch of studies have been carried out to understand the cognitive cycle of individual experiences, whether subtle or evil, before adopting the intervention.

Some efforts to study the human mind have focused on the brain. These trials examine the physical elements of the body with an emphasis on the collection, processing, interpretation, and storage of data. In essence, they aim to understand more in-depth how the body can influence the thinking of a person. These surveys have led to advances in the management of weakening circumstances such as Alzheimer's, perception problems, and even memory loss.

Psychology is the best-known element of research into the human mind.

We may have consulted a psychiatrist at some stage in our lives, or we have met someone who had to ask for help to conduct harder mental fights. There are many occasions in life that break us down in aspects that we are unable to repair ourselves. Sometimes disintegration comes as a consequence of some of our relatives' biological indicators. Emotions such as depression, anger, and dread are rendering it hard for our daily lives to flourish. We can defend ourselves from the shadows in a mixture of medicines and treatment.

But in others, ??? xxx what about the obscurity?

All ??? can do excellent work. We are capable of doing a single wrong as well. Underlying feelings like sorrow, anxiety, joy, and happiness are a deep-seated urge that can intentionally damage others when those desires are not controlled. The lighter wishes come from more basic calls such as our plane ??? or fighting reaction, which fosters our existence. There is sometimes only one

term that qualifies the response of the natural being to these hostile emotions.

Dark sociology is a research of the natural situation concerning animal psychology. Dark psychology investigates in a lay sense this part of the human nature that enables us to act intentionally and willingly to damage our peers. Bearing this in mind, the use of prey does not merely result in a person's physical harm, although there is a wholly devoted part of dark psychology.

We will comment shortly on these fields in the following segments to better understand the subject.

You may have found words or sentences in films or novels that refer to "blackness inside." This was also pointed out by some of the most famous philosophers. The holy book of Christians speaks of the "urgently evil core of God." We have all found persons we have defined as extremely calm or socially restricted only to see them perpetrate such a devious actions that it is hard to relate them to that specific person. Sometimes we are that person. It is not entirely shocking, however surprising it may seem.

These instances are only reactions to internal circumstances. The cup was so stirred, and the sad feelings under it cooled to the ground. Usually, when the command is exercised they get back. If the correct switches are pressed everyone has the latent inclination to be a little unwelcome or just be bad. On the other side, some people thoroughly regulate black feelings. They eat, nurture, and unleash them voluntarily at the cost of someone who provides their ends.

These feelings are sometimes groomed from a young age. The kid knows that the parents hurry to make an offer if they shout in a particular way. When parents do not feel the wrong way about the kid at an early stage, the kid grows up believing that people in their life can be handled to do their job. The weeping would stop being a gun but proceed in manipulative forms. They use emotions to punish their victims when they do not use cries. Therefore, it becomes an obscure need to regulate what began with a harmless juvenile conduct.

The length of time this person controls would identify the strength of their behavior. Dark psychology is all about learning a person's way of thinking. It aims to know why these activities are based on the models shown before the actions.

What is Dark Psychology ?

Traditionally considered a field of applied psychology, dark psychology begins with the study of the study of manipulation. Considering that dark personality types have existed as long as history can record, it comes as no surprise that those interested in understanding these dark types have been scattered across history as well. In particular, it is possible to find evidence of studies about manipulation and abuse in nearly every culture around the world. Humans have always victimized other humans as long as they have been able to. You can read in history about how people used to take slaves, destroy other towns and villages, and steal. Ultimately, until relatively recently in history, attempts to manipulate and control other people have been common even if not particularly controlled or recorded. It happened on a regular basis but without proper guidance and logging for it to be tracked. After all, even religious texts make reference to manipulation, such as referencing Eve being deceived by the snake. In proper psychology there have been studies to define how stimulations of any kind can change behaviors. These have studied aspects such as whether fear can be conditioned and learned, or whether adding certain situations or wording could convince people to act in certain ways. Perhaps one of the earliest records of controlling the behaviors of others comes in 1897 with Ivan Pavlov's study of dogs and their behavior. He learned that some of the behavior of dogs seems to be innate, such as salivating in response to food. He also learned that innate behaviors could be linked to other stimuli. Instead of the dog salivating at food, for example, Pavlov conditioned the dogs to salivate to the sound of a bell which was eventually called classical conditioning. In classical conditioning you are able to take unconditioned responses and cause them with unconditioned stimuli. The food is the unconditioned stimulus, and in response to seeing it the dog will salivate. That unconditioned stimulus gets paired with a conditioned stimulus, and in response over time you will see that the unconditioned response occurs when exposed to the conditioned stimulus.

The concept of classical conditioning was strongly supported by psychologist John Watson, who declared that he believed that

classical conditioning was involved in all aspects of human development and psychology. He pushed the point in 1920 in an experiment during which he conditioned a nine-month-old infant to fear anything white and fuzzy.

During this experiment, a child referred to as Little Albert was provided access to several white animals in a neutral setting. He was shown a rat, a rabbit, a monkey, and several other items. At first, Little Albert was not afraid of any of them. After a while the white rat was presented along with the sudden loud bang of a hammer on a steel bar just behind his head. While the rat itself was not disturbing to the child, the sound was, and he cried. From eleven months on he was exposed to the rat with the loud noise occurring once a week for seven weeks. Of course, the child cried each time. After the seven weeks all that researchers had to do to trigger the response was to show him the rat. Upon seeing it, even without the noise, he would cry in fear and attempt to flee.

That was not all—Little Albert became phobic of anything that was white and fuzzy. Whether a white dog, a piece of cotton wool, or even Santa Claus, the sight of something white and fuzzy was enough to send him into a panic. While this behavioral response faded over time without reinforcement, it would still be readily triggered by repeating the creation of the loud sound that went along with the rat.

This becomes a foundation for many different forms of manipulation and influence. You will see this concept repeatedly arise when you look at neuro-linguistic programming, during which you will see what is called anchoring, a technique to trigger a certain behavior with a specific emotional response. It can also be relevant in emotional manipulation as well.

After the discovery and conceptualization of classical conditioning, the concept of operant conditioning arose as well. Particularly in 1936, B.F. Skinner came up with the concept, drawing heavily from Thorndike's 1898 Law of Effect, which postulated that anything with a positive consequence is likely to be repeated, while anything with a negative consequence is going to be avoided. For example, if a child

is given a piece of candy after cleaning up his mess, the child is going to be more inclined to pick up the toys in the future, thanks to the positive effect. Conversely, if the child yells at someone and then gets a negative consequence, such as having to go to their room, they are not as likely to repeat it.

This concept was reiterated within Skinner's theory, and he added to it a new concept—reinforcement. Skinner asserted that if a behavior is reinforced, meaning that it is rewarded, it will be repeated or strengthened. The person is likely to repeat those behaviors that are reinforced because they had a good result. However, when reinforcement does not occur, that behavior is going to be weakened or extinguished.

In 1948, Skinner reiterated these concepts with experiments. He created what he called a "Skinner Box," which was a box in which an animal had access to a lever, a speaker, and two signal lights. There was also an electrical grid on the bottom that would generate a shock. The animals were shocked when they pressed the lever with one of the lights on, but when they used the lever with when the other light was on, they were rewarded with a piece of food.

Through this experiment, it was shown that there are three types of responses that will follow a behavior: Neutral operands, during which the environment neither encourages nor discourages the repetition of the behavior. Reinforcers, which drive the individual to repeat the behavior, and punishers which discourage the repetition.

You will see this concept when looking at techniques such as intermittent reinforcement, during which a manipulator will only sometimes give positive reinforcements. As you can see, much of behaviorism becomes incredibly relevant to the study of dark psychology.

The 1960s came with Albert Bandura, another prominent behaviorist, acknowledging and agreeing with classical and operant conditioning while also adding two distinct and important ideas. He asserted that there are processes between the stimuli exposed to and the responses, and that behavior is a learned concept that develops via observational learning.

In particular, Bandura presented an experiment known as the Bobo doll experiment in 1961. He argued that children in particular, will pay attention to the behaviors or their models—people that they are surrounded by—and they will imitate the behaviors that they are exposed to. Think of how a toddler may say something embarrassing in public, not realizing that it is embarrassing because he has heard it from his parents: This is the perfect example.

In Bandura's experiment, he exposed children between the ages of 3 and 6 to violent behaviors toward a doll. First, children were studied to see how aggressive they were as a baseline. Then they were sorted into groups of similar temperaments, in which some were shown an aggressive role model, some were shown a non-aggressive role model, and some were given no role model. The aggressive role model were aggressive toward a Bobo doll—they were given a hammer to beat the doll with and they threw the doll around while yelling, "Pow, boom!" The non-aggressive model ignored the doll and quietly played with another toy.

The children were then offered access to several other toys, which a researcher told them were the best toys of all. Their behaviors were then recorded. Children who had been exposed to the aggressive behaviors tended to behave aggressively toward the Bobo doll that they had access to. This showed that children learn behaviors through observation—social behavior is learned and influenced heavily based upon the model, becoming the basis for the Social Learning Theory.

This is further supported in several of the tactics used in dark psychology as well. People are more readily persuaded by people similar to them, much like how the children are more likely to mimic people similar to them. People are also more likely to mimic others in unfamiliar settings as well, which is displayed in tactics such as persuasion.

As you continue to read through this book, you will find that much of the concepts that are innately used by the manipulators studied involve many of the concepts of behaviorism. It becomes recurring, and in a way, it makes sense: Behaviorism is a study of how people

act and how the environment influences behavior. Dark psychology seeks to control and change the behaviors of other people. As you continue to read, keep these key processes in mind as they will be quite relevant.

Dark Psychology at Present

Now that we've discussed a bit about the different types of dark psychology that exist in society, we will now demonstrate how prevalent these practices really are in modern-day society. Because our idea of the dark psychology practitioner cannot be limited to those obviously deviant or with a clear criminal intent, the array of situations in which potential victims live out their day-to-day lives expands to include even those areas which might not be the first considered. We can imagine the dark alleys or a crowded bar as great hunting grounds for the predator using dark psychology tactics, but often our first encounters with dark psychology occur a little closer to home—at home, to be exact.

What we experience in our childhood often has a profound effect on how we turn out as human beings—what our values and morals are, how that reflects whatever religious or spiritual practices we were brought up with, how we treat and respect others, and whether or not we were taught to be afraid of or dislike those who are different from us—the list goes on and on. Though, we do not always turn out exactly as our parents had intended. Sometimes, this is a disappointment; other times, people break out of the old-fashioned or immoral practices or ways of thinking of their parents to become better, more informed people. These experiences can be rather benign and might include things like realizing as a teenager that you do not share the religious values your parents have taught you or their political views. Perhaps your parents wanted you to go to school and follow in their footsteps in terms of a career, but you soon discovered you didn't enjoy their occupation.

Sometimes, however, people experience hurtful behavior, verbal abuse, or both, which, over time, distort their perception of how people should interact with one another. If, for example, a young boy was taught throughout his childhood that respect should be earned and trust should not be given to just anybody, he may grow up to be very difficult to befriend and may have trouble trusting even those he cares about and has positive experiences with. Though it is not always the case, often, in unfortunate circumstances, young minds pick up on poor role model behaviors, which may follow them around

for the rest of their lives or until someone points it out and teaches them to at least behave differently. People may either be receptive to this re-teaching, or they may dismiss it out of hand. This is a character trait that might equally be attributed to genetics and to upbringing. Let's look at a few examples.

If you enjoy documentaries or true crime, you have probably come across an interview or two where a professional who studies criminal behavior talks about things that happened in childhood that affected how a person's turns out as an adult. Childhood trauma, such as physical or sexual abuse, parents experiencing a messy divorce or fighting in front of the kids, alcohol or other substances abuses at home, and many other examples, can lead children to match such behavior not having other options. If nothing is done about the influence at home of these poor role models while a child grows up, it can be very easy for the child to fall into the same behavior, especially since such experiences are often accompanied by the development of chronic mood disorders like depression, anxiety, difficulties dealing with anger and personality disorders, the extreme of which have been cited previously, including sociopathic and narcissistic types.

Let us say a young boy named Johnny was sexually abused at age 10, and this abuse continued the next few years. Childhood and adolescent years are an integral time, not just for physical development but also for emotional and mental development. People who have experienced sexual abuse often grow into adults with a distorted perception of the world and emotional reactions tied up with sexual stimulation. Johnny has not developed normally and finds no interest in girls, and all his sexual stimulation, let's say, comes from an abusive male relative. He is too afraid to tell anyone, even his own family, as the perpetrator himself is a trusted member of the family. And this is a tragic reality when it comes to child abuse; children are easier to manipulate and often do not come forward because the perpetrator has played one of a variety of mind games on the child. One of these tactics is to instill guilt and shame so that the child is too ashamed to come forward and instead they blame themselves for the abuse. Other children may be controlled by fear,

being told that should they tell anyone else about what is going on, this abuser will hurt them more or hurt someone he loves, etc. There are plenty of harmful ways to control children, and this abuse is something that the child will likely carry with him or her for the rest of their lives, even if the abuse is brought to a stop and the perpetrator is brought to justice.

Going back to Johnny, as he develops sexually his perception and experience with sex alters his patterns of thought and behavior in a way that reflects that experience. He may develop an association between violence and sex and also end up focusing his sexual attention on other young boys. This pattern persists even as he grows older because he has been essentially sexually affected by this pattern of sexual and emotional abuse he suffered as a boy himself. All of these factors affect one and the other, which results in all sorts of adult deviant behavior and emotional reactions to sexual stimuli, many of which are completely inappropriate.

And, because the individual recognizes that his behavior is deviant, he must devise ways of getting what he wants through not-so-straightforward means, which leads to tactics of dark psychology. Johnny has learned from his own abuser how to condition and control others for sexual gratification, so he is likely to be more successful than he anticipated when he first puts these lessons into practice himself.

While the development of a personality that favors dark psychology is often cultivated in childhood, this is not always the case.

Sometimes it is learned later in life, when an individual feels they have exhausted all other means, and then those dark psychology tactics are the only way they see to achieve a goal. This goal might be money, power, control, fame, esteem, etc. We all tend to have desires along these lines, but most of us develop a corresponding framework of morality and values which would stop us, for example, from setting rumors all around the workplace in an effort to demean another coworker with whom we are in direct competition for a promotion, which brings me to the next area of society where dark psychology often runs rampant—the workplace.

Workplace politics are familiar to a lot of us through sitcoms, movies, social media, and real life. Most of us may giggle in commiseration when a friend tells us about a coworker who is annoying and peculiar and who gets on their nerves, etc. We understand that it is very unlikely that we will go through our whole lives without ever having to deal with a difficult coworker or boss. But we make decisions and prioritize the things we care about, in order to get past those things or people who are not so enjoyable to be around. And if a situation at work is just too much to handle, we often make the decision to report behaviors to a boss, or we simply find a new job out of necessity. These actions take place following overt behavior, which is harmful to the company or other coworkers. But how about those things which we do not readily recognize are happening? This is where the clever practitioner of dark psychology tactics takes center stage.

While many strategies use the manipulation of people's negative emotions, such as fear and anxiety or shame, like in our last example with child abuse, sometimes the strategies alternatively manipulate people's positive emotions in order to build up the practitioner on false pretenses. Skills, such as charisma and public speaking often go hand-in-hand with these topics, because they treat people together in a way that makes it easier to give the desired impression upon multiple people at once. A typical example is in a meeting at work or perhaps in a boardroom, where people might be more inclined to be followers of the outspoken, charismatic participant. These tactics might be used by a member of a team trying to take control, or by the leader of the group, or say the CEO in a meeting with his subordinates. The goal is to win the favor and trust, and respect of those who will prop him up where he wants to be. He can do this through a clever combination of flattery, peer pressure, personality mirroring, and many other strategies which, if done well, will not even be detectable by the people being affected.

These strategies involve paying close attention to the target or targets and basically telling them what they want to hear. It is basic yet complex. Especially when dealing with multiple people and multiple personalities, it becomes important to make each individual feel both unique and important, but also to make them feel the

pressure to adhere to the group, the rest of which is also in the process of being won over. People do not like to stick out or be different, especially in a work environment where often, success and prominence depend on things like popularity and how well the person gets along with both coworkers and managers.

As we have discussed, sometimes, dark psychology tactics arise out of necessity, when an individual has a goal in conjunction with a limited or very low personal standard regarding ethics, principles, morals, etc. When something you want is more important than how you treat others, dark psychology can be the most effective and efficient way to get things done and achieve personal goals. Let us move into the bigger arena of politics to take a look at how this might—and does—manifest.

Anyone in the business will tell you that the world of politics can be one of the most aggressive, two-faced, and personally challenging work environments on the planet. This is because not every politician has only the good of his people in mind as his goal. We know through research and social experimentation that power and wealth have a strong correlation with corruption. Having these things plays with our psychology in a way that reinforces the idea that power and money and fame mean you are just “better” than anyone else, more capable, more intelligent, etc. This means that what you want and how you want to get there is more important than all other considerations because you believe you know best. Of course, I am not saying every politician out there is crooked, but politics is definitely a rich ground for pulling out and examining dark psychology tactics in action.

Take the speech, for example. We talked about individuals in the boardroom who may consciously or unconsciously be able to control others’ thoughts and opinions through charisma, public speaking skills, and tactics related to flattery and winning over others for personal gain. In political speech, this can happen on a massive scale, as politicians speak to hundreds, thousands, or tens of thousands of people at once. How do they accomplish what they want to accomplish on this scale?

Obviously, it would be quite challenging to be able to speak a single speech and convince every single listener of the truth and validity of everything you have said, this can be quite effective if some key strategies are used. One strategy is a careful framing of information that paints your political agenda as much more correct, intelligent, and ethical than that of your opponents. In this strategy of persuasion, the speaker is appealing to the audience's sense of logic and reason. A statement is made; it sounds smart and follows logically. Therefore, the people in the audience begin nodding their heads in agreement. This must be done carefully, and it can't be a bald-faced lie that everyone in the audience knows is not true. But there is an artful finesse to picking and choosing details involved in the facts and events to frame the event the way you want it and how it will put you in a place that has an advantage over the opponent. The audience's emotions are not really evoked in this strategy, but those who are looking for a candidate they feel is smart and capable may be greatly affected through this tactic.

But politicians rarely use one strategy alone in this context. After all, they are trying to reach and persuade as many people as possible within their allotted 60 or 90-minute time slot. And one of the quickest paths to persuading a complete stranger is through their emotions.

Have you ever seen a speaker open up his speech by telling a story about how he was brought up and how this motivated them to take action and improve the world in a specific way because of their childhood or adolescent experiences? This is a tactic that uses the audience's emotions and sensibilities to gain their attention and sympathy. The audience is placed in that situation through a brief story, then brought emotionally to the conclusion that this individual is an honest person of great integrity who is trying to correct something that is wrong in the world, with which he has direct experience. If the story is told in a moving and authentic way, this tactic can be the quickest way to potential voters' hearts.

Our next arena, into which we will go in more detail a little later in this book, is the arena of dating and seduction. Dark psychology strategies run rampant in this area of human society and to a wide

array of varying degrees, some of which are quite innocent, while others can be deadly. Let us set the scene.

You are a young woman sitting at a bar alone. You did not plan on being alone, but your friend is late getting out of work and you said you would wait for her if she wanted you to. That was about 15 minutes ago.

You are drinking by yourself and absently staring at the bar's TV when a man approaches you and asks if he can sit down. He is smiling, well-dressed, and doesn't sound pushy, so you so "okay."

Your conversation is very casual and friendly. He is not staring creepily at you and is not using any cheesy pickup lines, so you decide there is nothing to worry about and you enjoy your conversation with him. You start volunteering details that he did not ask for, but you feel comfortable enough to let him know why you are here and that you are waiting for a friend. He starts to share details about his life with you as well. You are impressed that he is willing to show a little vulnerability as he describes how he had a hard day at work and is considering leaving his job for something better. He is dressed pretty nice, you think, so he cannot be hurting too bad financially. He compliments how you look and tells you that you seem smart, and he is enjoying his conversation with you. At this point, you start to notice the beginnings of an attraction, and you decide it cannot hurt to see where it might go. Your conversation turns a bit flirtatious, and by that time you have had another drink. You are feeling more and more loose and comfortable with this man. You have given him details about your life, but he has also given details about his, so you do not feel like you are being taken advantage of, in any way. The thought crosses your mind that you might actually rather spend some more time with this man than hang out with your friend, and you ask if he wants to go somewhere quiet to talk. One thing leads to another from there.

So, what are the nuances to what just happened with this interaction that led to a fun night together with an attractive stranger? There might have been a lot more going on than meets the eye. Granted, there are certainly men out there who are naturally gifted in

conversation with women, but a lot of men need to coordinate and plan carefully in order to get where they want to be, especially if they aren't the most attractive man in the room. Luckily for them, women can often be won over with personality and charm rather than looks, as they are not so superficially inclined as a lot of men. This is where the dark psychology strategies come in.

This man approached you in a casual, nonthreatening way. What you did not realize is that this man has spent a good amount of time just watching you. He did this before approaching you to make educated guesses as to how you were feeling, what your personality might be like as you engaged with other people and the bartender, and whether or not you looked open to engage in a conversation with a man. He decides that you looked slightly uncomfortable by yourself and guessed that you were probably waiting for someone who was running late to meet you. You probably were not there specifically to find a date. By approaching casually and at an angle instead of straight toward you, he sent the message that he was just looking for a conversation to pass the time without any kind of agenda. He smiles and gestures in a friendly manner. Releasing personal information made you feel comfortable with letting your guard down a little, as he was not really coming on to you. As the conversation progressed, he was careful to share details about his life but also to listen to everything you had to say and get involved with you to make you feel important and worth listening to. He listened and remained engaged, sending the message that he was really interested in everything you were talking about. By the end of the night, you decided you were in control of this situation and made the first move, which was exactly what he had intended in the first place.

These examples we have discussed are just a few of the major areas where dark psychology is always at play in the modern world. Dating and seduction techniques extend to online platforms, as the use of social media makes it possible to groom from a distance and deceive on a whole new level. Young adults and teenagers are especially at risk of this type of predation because of their relative

naïve natures and willingness to share information without detecting that someone might be trying to manipulate them.

As we move along, we will see more specific situations and put dark psychology into context as it appears all around us today.

Dark Psychology vs. Covert Emotional Manipulation

What is the difference between Dark Psychology and Occult Emotional Manipulation?

Dark Psychology can be defined as the process of mental influence that consists of making people do things against their self-interest. So, this lacks morality, precisely because its function is immoral.

Secret Emotional Manipulation is the process in which a person tries to influence another's decisions and feelings in a hidden way, not necessarily for immoral purposes. Basically, Secret Emotional Manipulation involves masking the real intentions of the manipulator. This type of person focuses on the emotional side of the individual because they know that a person's emotions are the key of their personality.

While secret manipulation focuses on an individual to achieve their ultimate goal, Dark Psychology can be used on a person, but it can also be used to influence an entire group or, sometimes a society to influence their thinking. This shows how frightening and dangerous dark persuasion can be because it can be used to change the minds of groups of people altogether.

The Effects of Dark Psychology

Dark Psychology is at once a simple and quite complex topic. It encompasses the ways in which one person gets something from another person without them being aware of their tactics or the motivation behind those tactics. Many practitioners become quite skilled at hiding ulterior motives. They put on a mask that tell people that their feelings or intent are straightforward when, in fact, they are anything but that.

This is why we call the subject dark psychology. The victim of dark psychology is most likely in the dark about what is happening to them, and the victim may never find out, or they may only figure things out when it is too late, or the perpetrator has moved on. Now, it is important to note that not all forms of dark psychology are inherently malicious. As mentioned in the introduction to this book, dark psychology includes things like sleight of hand in a magic show, which is used to entertain an audience. However, a skilled pickpocket can also use sleight of hand when wandering through crowded tourist areas, stealing money and other easily accessible items. The key distinction is that the person on whom these practices are being applied does not know that this particular strategy is being used. As viewers, we may know that a magician is simply using a trick to convince us that something has disappeared, but we do not necessarily know the mechanism of the trick, even when we realize that we have been fooled. Again, this is a lighthearted and entertaining application of dark psychology, but the kind we'll be discussing in this book is on the much darker and more malicious side of the spectrum.

Why is it important to learn about dark psychology? People decide to educate themselves on the strategies and tools of dark psychology for different reasons. Some may actually like to learn a few tricks of the trade in order to get ahead in some aspect of their lives, while others want to learn how to detect predators and stay clear of those who might seek to manipulate them. Whatever your reasons to read this book, you will indeed find that you will be better educated and prepared to manage the concepts of dark psychology once you have completed this reading.

The only way to constructively discuss the origins of dark psychology is to discuss each topic individually. This is because, as stated earlier, dark psychology covers a vast amount of territory. It is true that the most elementary and instinctive forms have existed in human society since organized society itself has existed. People rose to the top of the food chain and, over time, developed a system to recognize the leaders or alphas to whom others would submit. This primitive hierarchy is still followed today in many social circles. For example, the group of high school boys who like to hang out at the mall might have one person in their group who is the most good-looking, the most athletic, the most charismatic, or even all three at once. When the group notices an attractive young girl, there is often an unspoken understanding that it is the alpha, or leader, who makes the first move. This is because no one else in the group is willing or capable to fight the alpha about this. These things work almost without our active consciousness as a natural way to organize and make sense of ourselves as organizations of society. The same kind of thing happens at work, in school, in political office, etc.

Dark psychology comes into play in these areas of elementary social hierarchy when individuals use covert or manipulative behaviors in order to establish themselves higher up in that hierarchy. They may lie, cheat, or steal in order to establish their dominance and capability. Again, these behaviors are as old as human organized society itself, and their applications and variances are too many to count.

However, dark psychology has also integrated several different areas of specialization and research, which have been established and followed to understand human behavior, psychology, and, finally, criminality. We know that human beings do not always interact with each other in totally benevolent ways, and the deviant human beings in our society are the ones causing the most harm and damage. Some researchers come to the discipline out of sheer interest and fascination, while other entities, like law enforcement, are obsessed with figuring out exactly what makes someone like the narcissistic serial killer tick. If they can unlock what is going on in these criminals' minds and understand their tactics, it would give them a

leg up on their investigations. The problem is, as the very nature of these tactics is that they are “dark,” it is very difficult to detect the workings of a criminal narcissist or sociopath until the damage is done and the victims come forward or, in the worst cases, bodies are recovered.

And dark psychology does not solely exist in the realm of criminals. Especially in recent years, illegal and coercive interrogation tactics have come to light through major news outlets, documentaries, new evidence, and TV shows, which highlight the reality that sometimes, even the “good guys” will go to desperate measures to get what they want or maintain the reputations of their law enforcement organizations. False confessions leading to years or even life in prison is used in courts and sometimes are proven false after the real culprits are caught. But sometimes, the guilty get away with their crimes when the incorrect person is blamed and convicted. Unfortunately, many of these cases reflect flagrant racism and laziness on the part of a few law enforcement officials. And, while there are thousands of skilled, honest officers and investigators working in modern society, extreme cases lead to grossly negative outcomes, which always make the front page.

The sensationalism and true crime popularity frenzy are partially to blame for a reignited interest in dark psychology by those who do not work in realms like law enforcement. Now, it feels increasingly important to be able to defend and rely on yourself in these situations where dark psychology is used maliciously. It may be statistically unlikely that you are going to come face to face with a manipulative serial killer or a sociopathic, gaslighting boyfriend, but you certainly would want to be prepared in case you hit on that narrow likelihood, wouldn't you?

This is why I cannot say that reporting, social media, a renewed interest in true crime, corruption in the law enforcement arena, and dark psychology are all unfortunate evolutions in the age of personal responsibility. As our cities get bigger and political and social unrest grow in intensity, the hunting grounds ripe with potential targets become larger and closer together. There is no downside to taking it

upon yourself to become educated and more aware of the potential threats in modern society.

With that said, there is another facet to dark psychology that we will explore that has a lot more to do with active observation and positive psychology, and a lot less with serial killers.

Neuro-linguistic programming and other facets of psychology research focus on reprogramming your brain to perform better or differently, as a way to relieve negative disorders that affect people's lives, such as depression and anxiety. NLP, in particular, is used in many situations by people who seek to teach their brains to reinterpret those triggers which have always prompted negative feelings. These harmful mental experiences can often lead to lifelong struggles to become productive and fulfilled. And this may lead to isolation, loneliness, perceived failures, and often to a deepening of those underlying mood disorders. NLP is one way to help a person retrain their brains in those moments when it really counts. This strategy, developed in the 70s, uses the brain's relationship to language and how it interprets language and information in everyday life. It teaches the brain through repetition and consistent application to replace those feelings of anxiety, fear, self-doubt, etc., with more positive and constructive emotional and behavioral reactions. The research and application of NLP have improved many people's lives, and, in particular, it has been useful in treating those mental states which arise from a particular trauma or past experience with an emotional manipulator.

The Dark Triad personalities date back much further and encompass the realm of the narcissist, the sociopath, and the Machiavellian types. While these personalities themselves have existed in human beings for probably as long as we have been organizing into societies, the actual focus on research and understanding in terms of psychology is much more recent. It was recognized that it is not just important to be able to identify these individuals in society. We also need to have some basis of understanding in order to combat and prevent the potential harm inflicted on these people's targets.

While many forms of dark psychology can be used on an organizational level, such as illegal interrogation tactics and organized crime, the tactics used on a personal, often one-on-one level are some of the most interesting and malicious examples of dark psychology in practice today. The reason the Dark Triad is so closely associated with dark psychology is that these strategies are very often integrated and applied in their lives, almost like a natural talent. Their skills arise out of necessity and drive to acquire what they want from other people, but they have to devise manipulative tactics because they do not have the capacity or willingness to acquire them in acceptable ways. While the different personalities differ in many ways, one of the common qualities is that they are all willing to hurt other people in order to get what they want with little or no empathy involved. Because of the very nature of their willingness and coldness when it comes to other people, dark psychology tactics are a natural progression, as they often teach themselves as they identify their proclivities and natural talents.

But you do not have to be a narcissist to be tempted to utilize dark psychology methods on others, even loved ones. And sometimes, when personal motivations and desires are strong, we can all be susceptible to take action and say things that we later on regret. We have lied in order to make ourselves appear more attractive or more skilled, even if they were just “white” lies. This is a facet of dark psychology—you are leading someone to believe something that is not altogether true about you in order to achieve your desired result or impression. As I have said, the spectrum of use and application of dark psychology is a wide range and encompasses behaviors from the most benign white lie to the most sadistic mind games. It is important to realize this because people can fall back on dark psychology even without a history of malicious intent. When people become desperate or consumed by a desired outcome or goal, and none of the standard accepted ways of getting there are working, people can get a little devious in their methods. For example, in one of our chapters, we discuss seduction and the dark psychology that may be involved when a man tries to get a woman come home with him or similar scenario. When a man realizes that he lacks in one important area when it comes to social skills referred to women, he

might employ dark psychology tactics simply because he sees no other feasible way to get what he wants. Some of these guys try their hand at lying to make themselves look good or flattery or some other tactic and fail miserably. Others learn to observe and learn about their targets before actually making their first moves. We will discuss in detail how the preparation phase of observation plays a key role in the successful outcome of dark psychology tactics as we move through this book.

Concept of Empathy

Another key psychological concept you will need to understand before looking into the mysteries of dark psychology is empathy. This is another one of those traits that is shared across most of humanity, although some people do struggle with it. It is one of those defining features that evolved over time to aid in survival. It is incredibly important to understand because, like emotions, it is highly motivating. This means that if you understand empathy, you may then be able to understand how to convince other people to do what you want, or to manipulate them with your own feelings, knowing that the empathy will pick up on them.

Have you ever had a moment in which you looked at another person and understood exactly what they were feeling, no matter how puzzling the phenomenon may have been? Perhaps you looked at a homeless beggar on a corner and suddenly felt an intense loneliness, pain, and shame just by looking at him. That is empathy.

What is Empathy?

Empathy allows people to understand the emotions of someone else. Through a glance, when you are an empathetic individual, you can tell exactly what someone else is feeling as though you, yourself, were feeling the same pain. You are able to put yourself in the shoes of the other person, intimately understanding their feelings and recognizing exactly how it impacts them. You can, essentially, understand, recognize, and feel their mental state.

Empathy is a strange ability; it is usually done at a glance but can also be done by someone sitting in a room with strong emotions. Those who are empathetic are able to pick up on subtle cues, such as the tension in the room or the way people are holding and presenting themselves and recognize what needs to be done one way or the other. Typically, because they are so willingly able to feel what others are feeling, highly empathetic individuals go above and beyond to help those around them.

Types of Empathy

There are three major types of empathy that show up throughout life, and each serves a slightly different purpose. Ultimately, people are best served with a combination of the three empathies but being particularly empathetic in all three types is somewhat uncommon. These three types of empathy are emotional empathy, cognitive empathy, and compassionate empathy.

Emotional Empathy

Emotional empathy refers to your ability to feel what someone else is feeling. When you see someone exhibiting strong emotions, you are able to read the situation quickly and understand exactly what is being felt by the other person. You may be highly sensitive to the vibes in a room or recognize the tension. No matter how you are able to sense the tension, struggles, and emotions, you often are uncontrollably overwhelmed with the emotion of the other person as if you were in their shoes.

For example, if you are walking down the street and see a young child, scared and sobbing, with no adults around, you may feel your heart panging in fear and sorrow. You understand that the child is likely absolutely terrified and that the parent is also likely absolutely terrified as well, and you feel that same fear. That is emotional empathy. You see and understand the emotions.

Cognitive Empathy

With cognitive empathy, on the other hand, you may be able to look at someone and understand their emotions at a glance, you do not feel them the same way the emotional empathy does. You can see the crying child and understand exactly why the child is crying, but you do not feel the same overwhelming feeling of your own fear in response. Instead, you are able to look, rationalize why the child is crying—in this case, because he is lost, and young children naturally crave to be with their parents—and being able to remain rational and levelheaded can be quite beneficial. You are able to predict what the child will do next—likely run away screaming or collapsing on the ground and continuing to sob uncontrollably—and in being able to predict, you can then make sure you are accordingly changing your own behavior. This particular branch of empathy is incredibly

important when considering how to influence and persuade other people.

Compassionate Empathy

Separate from the other two empathies, compassionate empathy is a sort of combination of the two. Think of this as the most enlightened of the empathies—it allows for the individual to see someone else and understand intimately what that other person is going through. The compassionate empathy sees the pain of the other person and feels it. It adds the layer of cognitive empathy as well—the individual is able to also understand the thoughts of the other person and make predictions based on behaviors when attempting to understand what is happening. Those two empathies combine, and the individual is left feeling a strong desire to help others around him or her. The individual feels motivated in feeling the emotions and understanding the thoughts of the other person. This is the mark of a good leader—it is someone who can see and understand and genuinely want to aid those around him or her.

Purpose of Empathy

Similar to emotions, empathy has one major purpose. It is tasked with ensuring a better chance for the survival of the species. This is accomplished through three separate steps that are integral to empathy as a whole. These three key concepts are communication and bonding, regulation of one's own behaviors, and encouraging selflessness. Each of these three concepts aid in the survival of humanity in different ways.

Communication and Bonding

When you are able to recognize and feel the emotions of those around you, you are better equipped to communicate and bond. Think of it this way—if you understand that your neighbor is stressing out over trying to get a fence patched up before the rainstorm this weekend, you can see what your neighbor needs and offer to alleviate some stress. In understanding the other person's unconscious cues and seeing how you can alleviate the discomfort, you are then able to offer a solution, which encourages and

facilitates bonding between the two of you. By recognizing when those around you need help and responding in kind, you are able to develop relationships that will serve you well.

Regulation of Own Behavior

When you can see how other people understand your own behavior, you get valuable insight that can be used to regulate yourself. If you see that someone is disinterested in what you are talking about, for example, you see a cue to change the subject to something else or to present what you are discussing in a way that will bring the other person back into the conversation. This can go one step further—if you see that someone is being hurt or upset by your words or actions when you empathize with the other person, you are far more likely to want to stop what you are doing. When you imagine how you would feel with roles reversed, you are more likely to want to stop simply because you understand how you would feel in the same position. Understanding and feeling the other's pain allows you to regulate your own behaviors.

Encouraging Selflessness

Lastly, empathy seeks to encourage selflessness. Through the two previous purposes, regulating yourself and communicating, you are more inclined to want to help others. Think about it this way—if you saw your best friend struggling and you had the means to alleviate that suffering, would you do it? Most people would say yes; they would—no one enjoys watching people they love suffer in misery all alone. This serves an extra purpose as well—when you help those around you, they are far more likely to want to return the favor when you need a hand. When people behave selflessly, the entire group is far more likely to survive. For example, if you give your neighbor some food because they are out, your neighbor is much more likely to stop and help you when they see that something has broken and needs patching in order to be functional again.

With these three fundamental purposes of empathy working together, people are more capable of living in relative peace when surrounded by each other. They will want to help each other survive,

and in turn will want to continue to help each other survive when everyone is looking out for the best interest of everyone else.

The “Dark Triad”

The concept of the Dark Triad is relatively new to psychology and paramount to the understanding of Dark Psychology. These three personalities have striking similarities and entail dark, socially destructive characteristics. Prominently negative behavioral tendencies like manipulation, emotional coldness and grandiosity are intricate part of these three dark personalities.

The most widely used taxonomy for personality traits is called the “Big Five”, which is based on common language descriptors, most frequently suggesting the use of five broad dimensions to describe the human psyche and personality. The Big Five personality traits are: Conscientiousness, Openness to Experience, Extraversion, Agreeableness and Neuroticism. The study conducted by Paulhus and Williams concluded that “Disagreeableness” was the only common Big Five traits of people with the three dark personalities. A variety of undesirable human behaviors like aggressiveness, sexual opportunism and impulsivity have an underlying Dark Triad personality. In 2010, psychologists Peter Jonason and Gregory Webster developed the “Dirty Dozen” scale, to identify the potentially troublesome personality traits, with a simple 12-item rating scale. They defined the Dark Triad as a “short-term, independent, exploitative social strategy”, which resonates the fundamentals of Dark Psychology, according to where individuals with aroused dark side display violent behavior to fulfil their desires.

The total score can range from 12 to 84 and each trait aligns with the specific item on the list as: Narcissism (3, 8, 11, 12); Psychopathy (2, 4, 6, 9); and Machiavellianism (1, 5, 7, 10). According to the study conducted by Webster and Jonason, a score of 45 or more represents a high propensity to the Dark Triad personality traits. Do not worry if you score higher than expected cause this scale does not capture the subtleties and nuances of a diagnosis, it is as said, a little dirty. The sole purpose of this scale is to provide a quick and easy test, to serve as a warning, if you sense that someone you know might have the Dark Triad traits. We will now explore each of the three Dark Triad traits in details.

What is Narcissism ?

The term Narcissism comes from ancient Greek and Roman mythological story, about a handsome hunter named Narcissus who was wandering the world to find someone to love. This story captured the basic idea of Narcissism, a mental condition marked by elevated and self-detrimental involvement, deep need for excessive attention and admiration and a lack of empathy. Narcissists believe themselves to be better looking, more important than anyone else around them and that they deserve special treatment.

Similar to the many characteristics of human psychological traits, Narcissism can be viewed as a spectrum. The two known forms of Narcissism that are also recognized as personality traits are: Grandiose Narcissism and Vulnerable Narcissism. While all Narcissists display an inflated sense of self, Grandiose Narcissists possess an extremely high sense of self-esteem, supreme confidence, and no trace of vulnerability. They grow up with an overpowering sense of entitlement and abandon situations when they think they are not receiving the respect and admiration that they deserve. Do you know someone who is in a relationship but still looks like they are always on the prowl and makes no effort in hiding their desires from their partner or the external world? Such emotionally cold men are referred to as “playboys” and are a classic case of Grandiose Narcissism. They are skilled at hiding their emotions and quickly become dominant and aggressive when others try to meddle in their achievements. These individuals have no regards for thoughts and feelings of others and are ruthless when it comes to fulfilling their desires. According to research studies, individuals with Grandiose Narcissism display significantly positive connection with ideas related to emotional functioning, such as empathy and Emotional Intelligence, but the outcomes of these studies are highly unpredictable and require further verification. It is not surprising that numerous successful politicians and celebrities as well as people on top of their career tend to be Grandiose Narcissists.

On the other hand, Vulnerable Narcissists have very low self-esteem and a tendency towards developing a negative view of themselves.

People with Vulnerable Narcissism grow up with little to no attention from their parents and are compensating for that neglect by developing an extremely fragile ego, using certain behaviors like self-absorption as a coping mechanism. These individuals develop deep seated fears of inadequacy and insecurity, with an overwhelming desire for attention and recognition in an attempt to fill that void within. To the Vulnerable Narcissist, the perception that their partner has of them is crucial, but they will still have numerous affairs and not broadcast them owing to their inherent introversion. They are likely to accuse their partners of infidelity and require constant reassurance of their faithfulness. Their need for constant validation, fear of rejection and hypersensitivity to criticism often leaves them feeling anxious and paranoid. They tend to employ childlike behaviors such as whining, crying and being overly dramatic to fulfil their demands. Acquiring knowledge and understanding of the type of Narcissist in your life, is the first step in dealing with them successfully.

Bona fide Narcissists or individuals with more extreme form of Narcissism have a mental condition which is marked by an elevated sense of self, deep need for excessive attention and admiration and lack of empathy, which are only serving as a mask for their underlying fragile self-esteem that can be easily shaken up by the slightest of the criticism. This psychological condition is called Narcissistic Personality Disorder, affecting 1%-2% of the population and more commonly men. However, this disorder is surrounded by a whole lot of diagnostic confusion due to the high variability of the manifestation of the associated psychological traits. The underlying psychological symptoms are presented with a wide range of severity, from grandiose to self-loathing, extraversion to introversion and from being a model citizen to a criminal. This heterogeneity of the symptoms poses a challenge in determining common traits to justify a shared diagnosis. As with more mental disorders, the cause of narcissistic personality disorder is highly complex and remains unknown. It may be linked to our genetics (traits that are inherited), neurobiology (connection between the brain and human behavior) and the environment (excessive adoration or not enough, in the early childhood). Keep in mind, if someone takes too many selfies, it

doesn't just make them a Narcissist and there's no clear evidence that social media causes Narcissism. Similarly, children and teens may appear self-centered, but this may simply be part of their development and doesn't always translate into narcissistic personality disorder.

What is Machiavellianism ?

By the end of 16th century, dark arts of deception and deceit and the notion that “the end always justifies the means” in diplomacy became popular as “Machiavellianism”. It wasn’t until the 1970’s that the social psychologists, Daniel Christie and Florence L. Geis, introduced Machiavellianism to modern Psychology and developed “the Machiavellianism Scale” or “The Mach-IV test”.

In Psychology, Machiavellianism refers to the predisposition of conniving and deceptive traits in individuals that are also inherently master manipulators. Machiavellians are highly strategic in achieving their goals by means of cunning and deceit with a cold heart. They pay little to no attention to emotional damage resulting from their behavior and will use others simply as a stepping-stone to reach their goals. This cold mentality of Machiavellians contributes to their aversive and problematic views towards others. The hallmark of this dark trait is constant focus on self-interest, keen understanding of the importance of image and perception with a tendency to ruthlessly exercise power over compassion and mercy.

For examples, the political career of Adolf Hitler is the best possible illustration of a Machiavellian leader. Hitler’s view that peace should be seen as a brief relief in a never-ending war draws striking resemblance with the views of Machiavelli. He is remembered as a relentless warrior ruler, who desired total control over the entire world under his totalitarian “Third Reich”. Hitler was devoted to conquest and manipulated reality to see to his political gains. His false flag operation called “Reichstag Flag” was planned to aid in his predetermined anticommunist political agenda of examining and persecuting the Jews. Many parallels can be drawn between Machiavelli’s ideology of “ends justify means” and the actual leadership style practiced by Hitler. Being the master manipulator that he was, Hitler successfully manipulated the German political system as well as the hearts and minds of the people. Machiavelli stated- “It is better to be feared than loved, if you cannot have both.” It is believed that Hitler used to keep a copy of “The Prince” by his bedside. He was adept at triggering responses of love and fear in the

German people that had translated into sheer devotion and even worship.

Machiavelli wrote that “A prince must always seem to be very moral, even if he is not”, suggesting that leaders ought to keep a moral appearance but not keep their promises, if their words did not support their best interest. Hitler often delivered exaggerated and hard to implement promises that never came to fruition. He maintained his appearance of a moral leader by creating a perception that he was striving hard to deliver his promises. Machiavelli also argued that making an example of a few offenders is kinder than being overly compassionate, thereby, allowing for chaos to develop in the community. Hitler systematically eliminated any political and social threat to his rise as Germany’s leader, by assassinating absolutely anyone who stood in his way and consolidated all the political power to himself.

What is Psychopathy ?

The second element of the dark triad is psychopathy. In general terms, psychopathy is an absence of emotion. In particular, psychopaths are unable to feel empathy. This means that they are unable to gauge who others feel. This is why they are incapable of understanding that their actions hurt others. When you look at serial killers and other types of criminals, they genuinely believe they have done nothing wrong as they are unable to comprehend the pain and anguish, they have put others through. Think about white-collar criminals who embezzle pensioners out of their savings. They have no remorse over their actions as they could really care less about those affected.

In some instances, psychopathy is associated with physiological issues in the brain. When this occurs, neurochemical reactions may not take place. As a result, these individuals may be unable to process their emotions leading to a condition of flat reactions to emotion.

In other cases, it may be a purely psychological issue as the psychopaths tend to have a dissociative personality. Dissociative personality is usually the result of prolonged exposure to abuse and trauma in childhood. Regardless of the type of trauma, a child may develop a dissociation between their feelings and the situations around them. This leads them to cut out their feelings from the mental processes that they carry out. Consequently, a perfectly normal person can be developed into a psychopath purely through an abusive and neglectful environment.

If you are in consort with a psychopath, you had better get a good idea of what they are capable of. These individuals may be capable of just about anything. They may not have any sinister motives. Whatever they do, is purely for their pleasure and nothing else... even if it means inflicting grievous harm on others

The Dark Triad in Action

Having just one of the dark triad traits fully developed is enough to create an evil individual. When all three come into consort, even to a lesser degree, the individual may have no morals, scruples or ethics. While they may not actually become serial killers they may engage in activities that harm people in the pursuit of their personal aims and pleasures. This may lead to unspeakable acts of horror, crafty business schemes or even a relentless pursuit of power in which people fall by the wayside.

There is not a real way to deal with such individuals. It takes a lot of courage and energy to stand up to them. That is why the most common course of action is to get away from them. For example, people who grow up with narcissistic parents often leave home at a young age as they are unable to put up with the behavior of their parents.

In other cases, children of Machiavellian parents tend to have their parents concoct clever ways to run their life well into adulthood. And if someone happens to grow up with a psychopathic parent, they may be in for a childhood filled with abuse.

At the end of the day, the dark triad is present in all of us. We all have some type of manifestation of these traits, though most of us will never exhibit them to the degree that is quite harmful to others. If you happen to recognize the predominance of these traits in your own life, it is worth doing some introspection so that you can determine if you really need to get a better handle on your feelings and thoughts. After all, letting any of these traits run wild may end up consuming you to the point of emotional and psychological exhaustion.

Lawyers

Lawyers, like used car salesmen, are textbook manipulators. Lawyers, in particular, test the boundaries of what is moral in society. When they are tasked to defend a suspect who is clearly guilty, they may resort to any necessary means to get their client free of charges. In many ways, lawyers are perceived to be unscrupulous

and immoral. However, the truth is that lawyers are just representing a persona. Ultimately, it does not matter what they personally think. The only thing that matters is that they fulfill their client's wishes.

As for a lawyer's toolbox, they cannot openly lie as this would constitute a crime. So, they need to frame the truth in such a way that their client seems innocent. They also tend to mix half-truths to plant the seed of doubt in judges and jury. Please bear in mind that unless things are proven beyond a reasonable doubt, it is not possible to reach a verdict. This is why lawyers will try to confuse the facts and pick holes in stories. They are masters at rephrasing statements and taking witnesses out of context. Trial lawyers are especially adept at confusing witnesses so that they end up contradicting themselves.

But perhaps the most valuable skill that lawyers have is to use evidence to prove their point. This is where facts and evidence are used to paint the picture they want others to see. In a manner of speaking, it is a type of gaslighting as they are attempting to replace the truth with the version that is convenient to them and their client.

So, the next time you watch a television show or movie in which lawyers are depicted in action, pay close attention to the way they bend the truth, switch contexts, and make themselves out to be the bearers of reality. It is all a trick to get those involved doubt the accuracy of the facts just enough so that they can plant the seed of their own version of the facts.

Politicians

Politicians, unlike lawyers, have the liberty to lie. In a way, it is a manner of taking creative license with the truth. Less skilled political players tend to make up facts and throw unfounded accusations against their opponents. Depending on their particular context the media might fact-check their claims. When there is no one to hold them accountable for their remarks, they are basically free to say whatever comes to their minds.

As mentioned earlier, lies need to be credible to a certain extent. Outrageous claims will simply alienate voters. This is why skilled

politicians do their homework so that their accusations are real and justified. That way, they can hold up to closer scrutiny.

Politicians are also known for their deceit. In general, deceit comes in the form of false promises. They often say they will do one thing or another only to end up doing something completely different. Also, politicians are known to be corrupt, that is, using their elected office for their personal gain. In some countries, corruption is more prevalent than others.

Overall, politicians are seen as individuals with very loose morals. While some are respected for their genuine leadership abilities, the majority are seen as liars and cheaters. At least that tends to be public perception, especially when scandals break open.

Salespeople

Salespeople are also seen as manipulators. Generally speaking, salespeople will say whatever they have to in order to make a sale. This may include embellishing the features of a product or flat out lying about a product's quality or functionality.

The classic example of this is used car salespeople. But beyond that, salespeople will try to build rapport as quickly as possible so that they can get their potential clients to trust them. This, in turn, will lead to a sense of credibility.

Another common tactic employed by salespeople is the bait and switch. They may seem forthcoming and very approachable. But once they have earned their client's trust, they will revert to their true self and stick customers with a high price tag. Clever salespeople will recognize this and make sure that they do not screw over their customers. That way they can ensure repeat business.

On the whole, the best salespeople are very outgoing and extroverted. In the worst of cases they are narcissists who are out to flaunt their talents and abilities. So, if you happen to be in the presence of such an individual be wary. It might be best for you to first shop around.

Sadism

Sadism may not be one of the aspects of the dark triad, but it is still something necessary to add to this. Modern researchers in psychology have proposed that the dark triad is in fact composed of four parts and that a sadistic personality disorder should be added to this. Sadism is sometimes the hardest personality trait to understand here because it is often the least relevant out of all of them.

All of us can point out times in our lives when maybe our personality was a little bit narcissistic, psychopathic, or fit with Machiavellianism. But sadism is a kind of an alien thought, and most people find that this is something that is hard to rationally understand.

Sadism is when the person derives some sort of pleasure from the suffering of others. This could add in a new and worrying dimension to the preexisting traits that we have talked about above. If the Machiavellian leader wanted to cause others to suffer, they would not regret it. But if they were a sadist as well they would enjoy that suffering. They would actually get some sort of pleasure out of the brutal acts that occur.

The feature that is going to set sadism apart from some of the other aspects of dark psychology is the fact that it is all about cruelty. And this cruelty is just there to provide pleasure for the one using it. It is not there to serve a larger aim. It is not there for some control for the manipulator. Sadists just want to cause the suffering of others because it is entertaining for them and they enjoy watching it, and nothing else.

Often sadism is going to show up with some of the other forms of the dark triad that we discussed above. But it adds in another terrifying part to the mix that it can make it hard for the victim to gain control again. Recognizing the signs early on is one of the best ways to keep yourself safe and to ensure that you are not taken advantage of when someone is using the dark triad against you.

The Best Techniques of Dark Psychology and Mind Manipulation

In this chapter, we are going to center on some of the most common but effective methods out there. You will find that this discussion is rather detailed and aimed at providing deep insight into how these strategies are effective.

You will find that some of the methods we will get into are very common and rather overt, while others are rather subtle and go unnoticed. In fact, some of these tactics are so subtle that you do not even know they are there, but they are.

Deception through Lying

Regardless of the manipulator's final objective, lying is almost always their favorite go-to maneuver. In a manner of speaking, it is the foundation of their playbook. Manipulators will often resort to lies to gain any kind of advantage. Pathological liars are those who compulsively lie all the time, even if there is no need to. When the manipulator is deceptive, it is because they realize that the lies go much better than the facts.

There are several deceptions that the manipulator can use to help them achieve their ultimate goals. First there are flat-out lies. If the victim doesn't know any better, they will fall for them. The deception takes place as the target is simply misled by the false information. This is a pretty straightforward issue.

Things change when the manipulator seeks to cleverly disguise lies by wrapping them up in a context in which they may seem accurate but are truly false. The phenomenon known as "fake news" comes to mind. In fake news the manipulator will present fraudulent information, which is not known to be true but also not known to be untrue. So the target cannot distinguish fact from fiction. The manipulator does everything to persuade others that they are sincere, while the information presented seems to be credible. In the end, the victim has no choice but to go along unless they are willing to do their own research to determine if the manipulator is truly lying or being truthful.

What makes fake news even more powerful is when the source of information is credible. And while there is always the possibility that they could simply be wrong about the information they are presenting, manipulators always seek to build up as much credibility as they can. That way, victims will take them at face value. When this occurs, manipulators can become quite dangerous.

Manipulators who lie to their targets are usually good at it. Targets may also find it hard to tell when they are lied to. Generally, it is too late to do anything about the obvious lie by the time the subject figures it out. The only way to ensure the target eliminates their risk of being manipulated is to look after the different types of characters that are specialists at trickery and deception. The manipulator lies about anything to get through, and most of the time their targets will not know until it is too late to do anything about it.

Lying by Omission

This approach is similar to the previous one, with a few slight differences to the above-described method. The lie is a bit subtler because the manipulator will tell a few things about the truth but will reject some key issues. This may be called “faking out” in some instances. The manipulator may argue that they must borrow money to get gas or food, but they really need the money to buy drugs or alcohol. In this example, they are telling the truth about needing the money. What they are leaving out is the real reason why they need it.

Half-truths are all about mixing lies with truths. This is why you need to think things through. If you just blurt out lies without actually thinking about them, then you are liable to make a mistake. If you do, then you will get caught and your cover will be blown.

In order for this technique to be effective, you need to mix lies in such a way that they make sense when contrasted with the truth. They need to be credible and presented in a manner that makes sense to those who will hear them. Often, manipulators add or omit details that are convenient to them. So, the information is true, on the whole, but the details of the truth are twisted to suit your benefit. As the saying goes, “the devil is in the details.”

A good means of implementing half-truths is through rumors. Nowadays, social media is a great way of spread rumors. In fact, it is so effective that you do not really need to get people to believe it; all you need is to plant a seed of doubt. As long as you can get people to doubt the accuracy of the information, or partially accept its validity, then you have done your job. By the time the affected parties seek to restore their reputations or set the record straight, it will have been too late. That is why you need to strike first and often. That way, the victim will have no choice but to go into crisis mode.

If you fear such an attack on yourself, then you need to hit the manipulator back where it will hurt them. You need to discredit them at all costs. That will plant the seed of doubt on the source of the information and give you a fighting chance to defend yourself.

Denial

Denial is a form of lying as it entails pretending that something happened when it did not or trying to hide the fact that something did not happen when it did. A simple form of denial is trying to avoid responsibility for an action. This is common when a person does something inappropriate but wishes to avoid the punishment that is associated with their actions.

When the manipulator appears to be truly sincere in their defense, the confusion created in those around them can ultimately lead to planting of the seed of doubt. This is how skillful trial attorneys are able to convince jurors that their client is not guilty. Please note that we are not saying that the accused is innocent. What we are saying is that the accused is not guilty as the other party was unable to prove the suspect's culpability beyond a reasonable doubt.

Avoidance

This occurs when manipulators do not give straight answers or move the discussion into a different topic utilizing diversion tactics. In a dialog, avoidance occurs by wandering or otherwise talking endlessly in a meandering fashion. So, their ultimate game is to confuse the target, which makes them question the true version.

When a manipulator changes the topic, it can be gradual and not entirely obvious.

The manipulator takes advantage of the frustration of the other party. The best manipulators have a way of shifting attention away from their actions and on to what they really want to get. So, do not be surprised if you are dealing with a manipulator if they are constantly trying to avoid your questions or conversation.

Over time, the target can find it difficult to determine what is genuine or not since the manipulator can cause them to question all that they know, or think is valid.

Generalizations

These types of statements are very dangerous insofar as they are intended to be direct attacks on one particular person or group of people. Generalizations can be very unfair, especially when they are intended to characterize a group of people in a certain manner. For instance, when you say things such as “all men are...” or “all women are...” you are misrepresenting people in a truly unfair manner. Yet, when attempting to confuse and deceive people, these statements can be quite effective at creating a negative atmosphere.

Manipulators love nothing more than to create animosity among people. After all, one of the fundamental tenets of manipulators is “divide and conquer.” Blanket statements are great at achieving that.

Playing the Victim

When we act like victims, we manipulate others. We have learned this since we were kids. If you wanted your parents to do something for you, you would lock yourself in your room crying and this behavior certainly attracted their attention; even today a little victimhood will help you achieve this result. Through victimhood you can make a person do something for you.

This is one of the reasons why many people go into depression and stay in it. The “feeling special in their problem” allows these individuals to attract the attention of others to feel important in their eyes. This is a sneaky way of manipulating others but equally present in many people.

Generate Fear

The news bulletins are a champion in this. The news tends to terrify us because the more scared we are the more vulnerable we will be and, therefore, more susceptible to manipulation. Through the use of fear, rulers have the opportunity to manage us better and keep us under control. One remedy we all have at our disposal to defend ourselves against this devious technique is not to watch the news every day. By watching the news, we satisfy what is called the need for “security.”

The classic example we can say to understand this technique is when a mother educates her child. If she does not want her kid to do something, she tells him something on purpose to frighten him; for example: “if you touch the stove you will burn your hand and then we have to take you to the hospital.” In this way, the child will never go near the kitchen!

It is not necessary to shout or make direct threats to intimidate. Manipulators are experts at planting fear, many times imperceptibly. It is a matter of announcing dangers in the face of certain behavior.

They manipulate you, for example, when they tell you that you “must” act in a certain way. Otherwise, you run the risk of a certain undesirable situation occurring. Apparently, they are appealing to reason but they are just trying to condition you through fear.

Create Insecurity

One of the most powerful techniques of mind control is to continuously question everything our interlocutor is telling us. For example, if you say to me: “you know that I was able to achieve this result,” I could reply saying “but are you sure that the result you have achieved is thanks to you?” That way, if we question what others are saying to us, and we do it repeatedly, eventually others will tend to question it!

There are situations where our weaknesses and convictions or self-love are highlighted and we take advantage of them.

Negative criticism of what we do or say is manipulative mechanisms based on insecurity. It also happens when they try to confuse us by

making our mistakes more complex or by making us believe that we know ourselves better than we do.

The Door in the Face!

Directly from the experience of door-to-door salespeople I present the technique of the door... in the face! When we want to obtain a certain result from our interlocutor we should make a request that we consider too high and unreasonable: this request will undoubtedly be followed by a metaphorical door in the face, that is a refusal. At this point we should immediately follow with the real request that we had in mind: compared with the first, in fact, this new request will appear more modest and reasonable.

This technique bases its effectiveness on the natural tendency of our mind to make comparisons. If we provide the right term of comparison, no request will appear excessive.

This technique works because it arouses in the person a sense of guilt and an idea of concession. In other words, your renunciation will be perceived as a concession and then, it is a sneaky application of the "reciprocity rule", which has been widely discussed in the second chapter.

Foot in the Door

This tactic is implemented in increments. This begins with the manipulator asking for small favors. Every time the victim complies the manipulator will ask for increasingly bigger favors until they get what they ultimately want, or they exhaust their victim. At that point the manipulator needs to move on to a fresh victim.

Consider This Example:

A manipulator wants a large sum of money. Yet, they know they will not get it if they just ask for it. So, they ask for a tiny sum. Then they pay it back. Next they ask for a bigger sum and then pay it back. They do this as they build up trust capital until one day they get what they want, never to be heard from again.

This example clarifies why this technique is called put your "foot in the door" and make room with your whole body...

A more rudimentary approach consists in asking multiple people for money with no intention of paying it back. Eventually they exhaust the people around them. So, they need to move on and find new victims.

“Yes-set” Technique

The technique of the "yes-set" consists of asking several questions to the interlocutor for which he can only agree and answer "yes." This will create a light conditioning that will also make him answer yes to your real request. It is a short-term freezing effect that causes the person to enter into a certain response perspective.

Four or five harmless questions in the preamble are enough. The mechanism behind this technique is based on the use of "rhetorical questions" or statements that are true, taken for granted, or otherwise verifiable in the direct experience of the person.

In these cases, the person "leading" the report prepares the ground with a series of questions to which the interlocutor will surely answer yes and that is why it is called "Yes-Set."

And in all three cases, some truisms or true and/or verifiable statements are followed by an "unverifiable statement" which is an induction (or command) or a demand taken for granted.

Linguistic Presupposition

Some very insidious communicative maneuvers consist of asking the interlocutor questions to which it is not possible to answer simply with a "YES" or a "NO", but that work in the subject of the actions as an answer to a command. For example, if I ask a person if he "can turn off the light there on his right?" apparently, I am asking if he can do it, but in practice, I will get the switch off which is actually what I wanted.

In other words, through the linguistic form of "embedded commands," you can skillfully camouflage a command into a question, as in the following example: "Do you want to tell me know what's bothering you or would you rather wait a while?"

With this sentence, I create in practice an alternative through the construction of more proposals, where I take for granted that in any case, the subject will reveal to me what worries him.

Linguistic-Presupposition is one of the most powerful and easy to use tools to give someone “apparently” a choice and at the same time “trap” them inside your idea, almost without any way out.

Bind is a hypnotic technique used to force a choice with words. It is also called the “illusion of alternative.”

Let's see some examples:

- “After you go to buy bread, could you come by the newsstand and buy me the paper?”
- “When are you going to take me to the movies?”
- “Have you decided which foreign country to take me to for our anniversary?”

Each of these questions already provides a choice, and the trick is to take for granted a fact that is slightly hidden.

Reverse Psychology

This technique consists in assuming a behavior opposite to the desired one, with the expectation that this "prohibition" will arouse curiosity and therefore induce the person to do what is really desired. For instance, when you tell a child not to do something, that is the first thing they do. This type of response persists throughout a person's life.

It is a way of getting things done giving the opposite of the command you want to give. If I say things like, "do not be offended," "do not worry," I get the opposite effect, I will make my interlocutor stiffen.

Some people are known to be like boomerangs because they refuse to go in the direction they are sent but take the opposite route. This type of behavior can be used by a dark persuader because it is a weakness that the victim has. Take an example of a friend who loves to eat junk food at any opportunity they get. The dark persuader knows this and therefore will suggest that they should eat healthy

because it will be good for them, knowing that the friend will choose fast food anyway.

When individuals are told that they should not believe one thing or the other, they will pay closer attention to it.

Consider This Situation:

You are looking to force your employees to work overtime without questioning it. However, getting them to log the hours can be challenging as no one is keen on staying beyond their usual shift. So, you really cannot do much to convince them to work overtime.

Then, you get an idea: Why not ban overtime? That is, anyone who wants to work overtime cannot do so. The justification behind it is that since no one wants to stay longer hours, then there will be no overtime. In fact, you could take it a step further and hire temp workers to fill in the extra hours. Now, your regular staff is concerned that others are intruding on their jobs. In the end you may get resistance from your usual staff who are now demanding to work overtime in order to get rid of the temp workers.

In the end you have successfully manipulated your staff to work overtime. You were able to play with their sense of security by banning overtime and then bringing other workers to cover the hours they wouldn't.

A convention playbook would have sought to incentivize workers so they would be more willing to stay longer hours. But this would have meant paying more or offering greater benefits. In the end, your manipulation attempts were successful without conceding any additional benefits.

Negative Hidden Commands

A negative hidden command is a specific linguistic model of reverse psychology in which instruction is formulated negatively so that it is perceived by the unconscious mind, bypassing the “critical guardian” of our interlocutor.

An interesting aspect of the unconscious mind is that, compared to the conscious one, it does not understand negation. This happens

because our mind works by images and because there is no mental representation of the word "NOT." Therefore, the unconscious does not perceive it. In other words, our brain cannot deny experiences related to the senses without first visualizing them.

Generally, in the books of Guerrilla Marketing, NLP, the psychology of communication, and neuro-marketing, two examples are given below to explain this concept.

1. Read the following sentence and do what it says: "Do not think of a pink elephant."

What were you thinking? Almost certainly a pink elephant even though you were asked not to.

2. Now I ask you not to think of a yellow lemon. Think about what you want, but do not think of a yellow lemon. Do not think of a big, juicy yellow lemon, its intense aroma, its sour taste. Do not think about cutting the yellow lemon in two, squeezing half of it in your mouth, and drinking its sour juice.

Did you do it? Most likely not, in fact maybe you even felt your salivation increase, swallowed, and felt some chills.

How did that happen? Simple: Our brain cannot deny sensory experiences without trying them first.

The second case is even stronger than the first because it contains many more details and ideosensory contents that activate with more energy the mental representation it intends to suggest.

This mechanism is very useful to us because we can use negative hidden commands while stimulating a positive response in the recipient of the message.

In order to use negative hidden commands, it is sufficient to say what we want to happen and to precede it with negation.

Some examples:

- "I am not asking you to go on vacation with me."
- "I am not asking you to trust me."

- “I am not here to list all the advantages of our proposal.”
- “You do not have to decide right away, take all the time you need.”

With negative hidden commands, we can prevent the conscious mind from blocking our messages—filtering them to check whether or not to accept them—because rationally it is not receiving them, unlike the unconscious mind.

Anchoring

Anchoring or “conditioning” is a psychological tool that is used to associate sounds, visuals, or other stimuli to certain feelings and sensations. It should be noted that these feelings and sensations can be both positive and negative.

Ivan Pavlov, a Nobel Prize-winning Russian scientist, has managed to demonstrate this mechanism by conducting experiments on dogs. He first began by feeding some dogs, always preceding the “lunch” by the sound of a bell, observing how the animals reacted to the sight of food with intense salivation, a symbol of a natural reflex of the dog, functional to digestion and associated with hunger.

After a certain period of training, Pavlov subjected the dogs to the sound of the bell without giving them any food; the animals reacted with the same salivation, which was a sign of an emotional expectation.

With conditioning, it is possible to connect certain emotional states and cognitive responses to external stimuli through forms of association. This type of stimulus-response behavior is at the basis of manipulation and is the tool used by manipulators.

Always remember the rule that decision-making is primarily based on emotions rather than logic.

Let’s consider a classic example of positive anchoring: what sound does the ice cream truck make? Can you recall the music? What thoughts come to mind when you hear that sound?

The same goes for songs, slogans, logos, scents, and so on. These stimuli are developed with the intent of associating a specific feeling

in your mind. Able marketers are masters at exploiting these feelings in their audiences.

The easiest way to understand this is to focus on price anchoring, which is generally done with the whole \$9.99 deal. Another way to get you to think you're getting a great deal is to create a sense of belonging or an anchor of ownership. An example of this would-be Starbucks. They have overpriced and not so great coffee, but the barista writes your name of the cup, and automatically the product value increases in your mind. They have included you in the making of this product, and now the product itself seems like it is yours [20].

Dark persuaders use anchoring as an easy fix for most of the monetary sale they want to encourage.

By "anchor effect" (which is based on Anchoring Bias) we mean the tendency, when a decision has to be taken, to rely excessively on the first information that is offered to us (the anchor, precisely). In the moment in which this point of reference comes fixed, the judgment comes taken for difference from this last one.

As an example, in the process of purchase of a good the initial price gives the basic setting to all the negotiation, for which prices inferior to that one of anchor can seem reasonable even if they remain superior to the effective value of the good. Or, on the contrary, the price devaluation applied by competitors creates an anchor in the customer, which they consider unjustifiably higher prices for a product they consider similar. In this regard, Daniel Kahneman, Nobel Prize winner for his studies on cognitive psychology, said that it is completely wrong the very common theory that, in a negotiation, the second counterpart is in advantage; according to him, thanks to the anchoring effect, in negotiations there is an important advantage "of the first move" that allows to set the point of reference for the discussions, proposals and counter-proposals that will serve to reach agreement.

Blackmail

Blackmail is commonly known as having some type of information or knowledge that, if revealed, can be very damaging to the victim.

Therefore, the victim doesn't have much choice but to comply with the manipulator. The end result is a negative feedback loop in which the victim has no choice but to go along until they have a chance to escape the trap.

Blackmail is one of the first tools a manipulator would use. Blackmail is commonly seen on TV and in the movies. Manipulators use personal or sensitive information about a person to extort them. The result of extorting an individual is the gain of some kind of benefit from that person. In the movies, you commonly see manipulators threatening to reveal damaging personal information about a person unless they comply with their wishes. This is a form of coercion and doesn't necessarily need to be accompanied by threats of physical violence. If the victim is weak enough, they will cave and comply with the manipulator's requests. However, if the victim decides to confront the manipulator they may face the consequences of the information being revealed about them.

It should be noted that extortion is generally a threat of physical harm unless victims comply with the demands of the aggressor. Typical extortion does not involve any kind of personal information. Rather, it seeks to use physical violence to compel others to act in accordance with the manipulator's desires. This generally includes some kind of payment in exchange for "protection." The victims usually have one of two options, either face the extortionist and fight them or run away. Generally the latter is the best course of action.

In the workplace blackmail can be an incredibly damaging tool. However, it is not to be used often as blackmail uncovers the identity of the manipulator. While there may be anonymous blackmail threats, generally speaking, a manipulator will have to reveal their true identity in order for the victim to see them as a credible threat. Once the "cat is out of the bag," the manipulator will have to eventually move on to another victim once they have exhausted their current one.

Love Bombing

This statement is a simple strategy involving a brilliant, abrupt, and vigorous show of favorable feelings toward the victim. It is essential

to remember that manipulators generally use this strategy at the beginning of their relationships. This strategy seems a little odd when you really dig deep into it. This is because an individual who intends to extract some type of gain from their victim initially says and does kind things for them. Yet, the manipulator may have very little regard for their victim. So, it is rather perplexing on the surface but makes perfect sense when viewed from the angle of their deception.

The concept behind love bombings is quite easy because its main aim is to generate a sense of love, confidence, and adherence for the manipulator within the intended target. The degree to which love bombing is used may depend on the target itself.

What Does This Imply?

Take a person who looks quite desperate, hopeless, and solitary, for example. The manipulator is more prone to choose this person as a target, as they are conscious of the fact that instead of more selective in their choice of partner, the target may essentially “take what they can get.” As a result, the target, out of desperation, may become a sitting duck for love bombing. Initially the target may not believe that they are the subject of such affection. However, at some point they may come crashing back down to reality.

It should be noted that manipulators’ modus operandi when it comes to love bombing is a combination of physical attraction and charming nature. The manipulator will go out of their way to seem physically attractive while also appearing to be a pleasant person to get along with. As such, they will seek out victims who are vulnerable. Vulnerability generally boils down to being in the right place at the right time. For instance, a manipulator will seek out a victim who has been through a tough breakup such as a divorce, and is extremely vulnerable emotionally. Also, manipulators seek out people with low self-esteem. This makes them especially prone to affection and attention. In some cases, targets may be so starved for attention and affection that even when they are aware of the love-bombing they will go along with it for as long as it lasts.

In the end, love bombing is an effective technique when done right. However, it is hardly the best way to build a long-term relationship. Therefore, the manipulator needs to move on at some point from their target and seek out a new relationship. This can leave the victim absolutely devastated, in addition to what they lost to the manipulator in terms of material possessions.

Now, love bombing is not always intended to lead to a relationship. It can be something quite benign, such as flirting to get something from someone in a very brief interaction. This is commonly seen in a number of ways. For instance, an individual may flirt with receptionists or security guards in order to gain access to a location. Other times, the manipulator may flirt with co-workers and colleagues so that they can “help” the manipulator. The best manipulators lead others on without the actual intention of allowing them to get close. In fact, when the time comes to move the relationship forward they back away. This generally leaves the victim feeling deceived as they acted in good faith, believing the manipulator had a genuine interest in them.

This type of behavior is predicated on the liberal use of flattery. The use of flattery is intended to appeal to the target’s self-esteem or lack thereof. While it is clear that some individuals are far more susceptible to flattery, it should be noted that it will not necessarily work in every circumstance. That is why you generally see manipulators going around trying to see who is more susceptible to flattery. When they find such individuals, they will exploit this tendency as much as possible. In fact, flattery can open the door to love bombing at some point down the road.

One last point about love bombing: this maneuver is not necessarily related to romantic relationships. As a matter of fact, love bombing can be a manifestation of “kissing up” to someone. For instance, you see workers in a company “kiss up” to their boss. Bosses enjoy the adulation and will grant special attention and favor to those who praise them. This is especially useful when an individual shows signs of having a narcissistic personality. Since narcissists crave constant attention, they are especially susceptible to adulation, flattery and, of course, love-bombing.

However, there is a catch to adulating someone. If they are clearly incompetent or inadequate, the adulation may seem like an obvious lie. And while the victim may “drink the Kool-Aid” so to speak, others around the manipulator will catch on to the maneuver. As such, the manipulator may have no choice but to back to off or risk being criticized by those around.

Positive Reinforcement

Positive reinforcement differs from love bombing as it is intended to “praise” or reward the type of behavior that is congruent with the manipulator’s wishes and desires. Consequently, the manipulator will use affection, flattery and “love-bombing” to reinforce this behavior. Now, it should be noted that positive reinforcement is a commonly used technique and it is perfectly normal.

But then again, there’s a moment when at some point the manipulator may overdo it. This is especially true when it is evident that the victim’s behavior is not particularly special or noteworthy. A great example of this can be seen in a company in which executives surround themselves with “yes” men. A “yes” man is typically a low-level employee who always agrees and praises their boss, hoping to at least keeping their job, or perhaps in the best of cases getting promoted.

In another sense, positive reinforcement can be used to get people to act in accordance with the desires of the manipulator. Positive reinforcement can be seen as the opposite of blackmail insofar as using positive outcomes as compared to coercion and fear. While it is true that fear is a much more powerful force, in the long run positive reinforcement tends to go well within a longer lasting relationship.

On the flip side, manipulators need to be careful not to lay it on too thick. By this, we mean that manipulators should be careful to avoid making their praise too far-fetched lest they lose credibility. Unless the manipulator is dealing with a delusional tyrant, there is a limit to how far they can take positive reinforcement. That is why manipulators end up resorting to some sort of violence once the effect of positive reinforcement has run out. By then, the manipulator

will be left with no choice but to find some other type of resource which can ensure that they maintain their control over the victim.

Gaslighting

This technique has a bit of an unusual name, but its overall effectiveness is remarkable. Its effect lies in getting people to question their own perception of reality. As such, gaslighting consists of manipulating the victim into believing what the manipulator wants them to believe, even when there is clear evidence against what the manipulator is saying.

It can be used, for example, in a discussion when one partner accuses the other of betrayal.

The "gaslighting" strategy is used to destabilize and make the other person doubt in order to make them believe that they are living in an imaginary reality. In these cases, one of the most used phrases is "It is all your imagination."

Another classic example of gaslighting can be seen in cases of abuse. The abuser repeatedly tells the victim that there is no such abuse happening, even when it is clear that the victim has been abused in some manner. This type of denial forces the victim to question their own perception of the events that have taken place. When effective, the victim may not necessarily accept what the manipulator has said, but will rather question their own perception to the degree that they have no way of differentiating abusive from non-abusive situations.

Gaslighting is commonly used by politicians. This is why their first reaction is to deny everything when a scandal breaks. Nine times out of ten, politicians get away with initial denials. Unless the media decides to dig deeper and produce compelling evidence supporting claims, politicians will simply stonewall everything. This is intended to get voters to question the media's accuracy. The intent is not to convince the public they have done no wrong; the intent is to generate enough confusion, so the public gives politicians the benefit of the doubt, even when they are clearly guilty.

Expert gaslighters are so charming and persuasive that they are generally given the benefit of the doubt. The fact of the matter is that this is all they need. So long as they are not indicated in the minds of others, they will feel content. To the degree in which the manipulator is able to plant the seed of doubt in the minds of others, they know they will always have the upper hand.

It should also be noted that there is a clear difference between simply denying facts and gaslighting. In order for gaslighting to be truly effective, there needs to be some credible explanation which can replace the real events. This takes place when manipulators are able to come up with clever explanations for things that happen. That often entails playing the blame game or evading personal responsibility by concocting schemes. Then, there is always the possibility of creating a “boogeyman.” A boogeyman is a fictional character which is created as a means of having something to pin blame on. Now, the boogeyman does not need to be real. In fact, it doesn’t even need to be a real person. The main function of the boogeyman is to have something which people can hate, fear, or blame for the things that happen around them. Expert manipulators can milk a boogeyman for a long time but will have to eventually move on to another one. In the end, it is nothing more than a fabrication.

The best antidote to gaslighting is to keep a close eye on details. Please do not forget that the devil is in the details. And as long as you can keep your eye on the details, you will be able to tell when you are been gaslit.

The Long Con

This is a slow method of persuasion. The long con is very useful when people resist giving into persuasion because they feel like they are pressured or there is not any trust between the victim and the persuader. Therefore, the long con will overcome the problem as mentioned. The dark persuader will invest their time in trying to understand their victim, befriending them, and ensuring they develop a sense of trust and affinity. To do this the dark persuader builds an artificial rapport and uses other ways to make the victim feel

comfortable. After the victim has been prepared psychologically, the dark persuader begins their attempts. They can start by trying to lead their victim into making choices that will be in the best interest of their manipulator. The purpose of beginning like this is first to get the victim used to be persuaded, and second so that the mind of the victim associates the relationship between them and the dark persuader as a positive one and one that they will benefit from. Once the victim trusts the persuader, the victim is vulnerable to the persuader's actions and does not stand a chance.

The long con is a long-term plan which generally entails at the end a great benefit. A good example of this is people who date and eventually marry their target. The target falls head over heels for the manipulator. The manipulator, in reality, is just interested in the victim's wealth, social status, or influence. Once the manipulator has exhausted the resources of the victim, they will be ready to discard the victim as they are no longer of use to them. This is the point in which a divorce comes, leaving the victim devastated and emotionally shattered. Ultimately, the manipulator gets away with their machinations unless something is done in the meantime to stop them.

In the worst of cases, the long con can go on for decades. Think about financial crimes and fraud in which conmen defraud their investors. These schemes usually take years to hatch and even longer to unravel. By the time investors catch wind of the monkey business going on, they stand very little chance to get their money back. All that is left is a painful lesson on trusting others without doing their due diligence.

Covert Deception

Masking true intentions of the dark persuader is another tactic a manipulator will use to get what they want. A dark persuader will disguise their true intentions from their victims and can use different approaches depending on their victims and the surrounding circumstances. One approach a dark persuader can use is using two requests consecutively because people find it hard to refuse two requests in a row. Take this example; a manipulator wants \$500 from

their victim. The dark persuader will begin by explaining why they need \$1000 while stating what will happen if they are not able to come up with that amount. The victim may feel some form of guilt or compassion but will kindly explain to the manipulator that they cannot lend the amount because, quite frankly, it is more than they can afford. This is when the persuader will lessen the amount to \$500, which was what they wanted from the beginning. They will attach the amount with some emotional reason where the victim will be unable to refuse the second request. The dark persuader walks away with the original sum, and the victim is left confused about what took place.

Creating an Illusion

Skilled manipulators are able to replace reality with an alternate version of it. These manipulators are able to take what they have seen to be real and replace it with an alternative version which is more convenient to them. For instance, manipulators may go as far as fabricating a whole new persona for themselves. This may include changing their name, faking an accent, or even producing falsified documentation to accredit a different place of birth, nationality, or family name. These elaborate hoaxes can lead to high-level deception. When you think about this type of scheme, some of the most elaborate fraudsters in history come to mind.

On a lesser scale, illusions can be created through flat-out lying, that is providing false accounts of things that never even took place. These false accounts may simply frame events in a different light that is more suitable for the manipulator's schemes. Moreover, manipulators can use embellishment to make events seem much larger than they really are [26].

Embellishment is often used to create grandiose accounts of a person's accomplishments. For instance, a job applicant may include that they were at the top of their class in college when, in reality, they were in the middle of the pack. Another type of embellishment is "name dropping." This is commonly used by manipulators to appear that they are connected despite having very loose connections, at best, with the people that are mentioned.

The most skilled manipulators are able to mix lies with the truth. This enables them to paint a more credible illusion as the kernels of truth embedded in the illusion gives those around them the impression that what they are saying is actually real. As a result, they may get away with their lies. However, please bear in mind that the devil is in the details. So, if you knit pick long enough, you may find that you are dealing with an impostor. That is why it is always a good idea to take everything you hear with a grain of salt. If you choose to take everything you hear at face value, you may become disappointed when you realize that you believed someone who was deliberately trying to fool you.

The Big Buildup

Manipulators do not always act in haste. In fact, there are manipulators who take their sweet time. They are not concerned with immediate gains. They are rather interested in long-term sustainable results. But to achieve this a gradual approach needs to be taken.

Think About Advertisers.

Brand positioning is not something that happens overnight. As a matter of fact positioning a brand is an endeavor that takes a long time, often years. But once the brand is positioned they become entrenched in the minds of consumers. And while there is nothing wrong with positioning a brand over time based on quality products and good service, the manipulative aspect of this type of advertising occurs when advertisers do their best to persuade consumers of their brand. As such, there is no substantial quality of product behind the brand but just clever advertising. So, it is up to consumers to decide if a product is really worth all the hype. Nevertheless, most consumers fall to the hype surrounding the brand.

Putting the Other Person Down

The manipulator has other options available to help them reach their ultimate goal. One tactic that can be quite effective consists in putting their target down on a regular basis. However, this is not done through insults or threats. This covert technique is very useful because the manipulator uses it in a very subtle way. This can be

seen in the abundant use of sarcasm or perhaps passive-aggressive attacks. For example, the manipulator may say, “don’t we look lovely today” when it is clear that the victim is not at their best. A passive-aggressive approach might be something like, “I’m just going to have to take you in for a good scrubbing and a haircut.” It might be said in a playful tone, but the subtext is far more sinister.

As for the target, they may not realize that they are the subject of manipulation. They may feel terrible as a result of the interaction but may not realize that they are being deliberately acted upon by the manipulator. Consequently, the target is left to wonder what might be the motives for being treated this way. Honestly, it does not really matter, at least not to the manipulator. What does matter is that the target is left feeling vulnerable and exposed. This is where the manipulator can make the most of their efforts. When a victim is left feeling defenseless, the manipulator is in a prime position to take advantage [27].

On the contrary, if a person feels safe and empowered, the likelihood of them being manipulated is quite low. That’s why manipulators prey upon people with low self-esteem. If a person has high self-esteem, then they will not be easily manipulated. If anything, put-downs, and insults will spark a defensive reaction. That would leave the manipulator with no choice but to move on to the next victim.

It should be noted that manipulators are always looking for easy targets. They avoid hard targets at all costs since manipulators have a proclivity for getting ahead as easily as possible. Hence, they will shy away from hard work in favor of embracing the easiest possible way out.

The same goes for cases in which you are dealing with a kind person and then you are suddenly confronted by an aggressive individual. When this happens, the shock in your mind may be enough to get you into a state of panic.

Depending on how mentally tough someone is, they may break down and hold out for a longer period of time. In some more extreme cases, interrogators may resort to torture tactics in order to extract

information from a suspect. While this is illegal in a criminal case, it is commonly used in the underworld of espionage.

To play this game with people, all you need to do is keep them off balance. While this doesn't mean that you should be moody, it means that you should not be predictable. Otherwise people around you will know what pushes your buttons and then choose to use that against you. That is why you need to measure your reactions and use them to suit your goals. If you feel that being nice will get you ahead, then be nice. But if you feel that you need to make an example out of someone, then you may have no other choice.

Leading Questions

This involves the dark persuader questions that trigger some response from the victim. A persuader may ask a question like, "do you really think so-and-so is that mean?" This question implies that the person being referred to is bad in one way or another. An example of a non-leading question is, "what do you think about so-and-so?" When using leading questions, dark persuaders ensure that they are carefully worded. Dark persuaders know that once the victim feels like they are being led in order to trigger a certain response from them, they will become more resistant to being persuaded. When the manipulator gets a feeling that the victim appears to be catching on, they will immediately change tactics and return to asking the leading questions only when the victim has dropped their guard. This is a tactic commonly used in interviews or during interrogation, such as when police is questioning a suspect.

Online Grooming

The last area of dark psychology tactics we'll discuss in this chapter pertains to online behaviors and interactions. Relative to other dark psychology realms and tactics, this arena is new and still being researched and explored, especially in relation to how people interact and form relationships online.

Grooming refers to a practice where a person talks to a target, usually young and naïve, in the most successful instances, and

develops a relationship with them online. Tragic accounts relay the succession of events in detail, as will the following.

A young girl named Amanda is very active online with social media accounts, and she constantly posts things on Facebook, Instagram, Twitter, and other sites, which give her followers a pretty good idea of how she spends her time from day to day and who she likes to interact with. She enjoys taking selfies and making herself look as cool and pretty as possible. She also uses filters and such, which make her look more attractive, and she likes how sometimes she can make herself look older and more mature from the right angle.

An online predator will often look for signs like this as a way to pinpoint prospective victims, but it also has a lot to do with being in the wrong place at the wrong time. A predator attracted to an individual decides to move on his plan to groom her through flattery and constant attention. When this is shut down right away, the predator will simply move on. But if the grooming is successful, the predator will receive positive signals that their ploy is working when the attention is they are offering is acknowledged almost all the time, and there are positive responses. The online groomer will continue these interactions and slowly introduce suggestions that move the relationship further. At first just innocently flirting and constantly bantering are the main interactions going on. But then, they will throw out a more sexually oriented comment to see if the young teenager takes the bait. If she does then he has a green light to keep going, as this child seems to be fooled. If the child is put off by the comment by not responding to the predator, he might hold back and slow things down until he can reform that sense of trust and comfort that was presented before. Some predators spend a great deal of time online talking to young women under the pretense of being someone they are not. They follow those leads which seem promising and abandon those that do not seem to be going anywhere.

The ultimate goal in a lot of these grooming instances is to get the child to agree to meet in person in a private place, like the predator's home. Agreeing to something like this suggests a very strong degree of trust and naivete about the possibility that someone is looking for

something they shouldn't. In her mind, she is meeting with a cute, playful young guy who is attractive. Perhaps this will be her first boyfriend, and she is blinded by the excitement of it all. Some of these cases end in very tragic ways, and this reinforces the importance of getting the message through to young people that they cannot trust everyone they meet online, and that they should be very wary of this grooming tactic so that they recognize it if it happens to them. Many kids have interacted online with a predator who has moved on, and they never have any idea that this was what took place.

Financial Obligations

Often sects and cults create economic dependence in the followers or induce the donation of property, both real estate and money. Let's see what happens in some co-ops.

First phase. It is accepted by all employees to receive salaries late, two months become three, four, sometimes five and touch peaks of six months. Those who just cannot make a living ask the leader for advance payments that are weighed as "personal favors" (economic dependence) for which you are in debt and must show gratitude.

Second phase. Employees no longer receive salaries and are told that there is no money, so they have to embrace a new ideology. The ideology of financial obligations provides that employees must give up wages that have not yet been collected in order to acquire the new status of working partner.

This status costs at least six months' salary and is sold as a business opportunity. The new ideology becomes the object of Group Thinking and those who do not adapt are isolated. Isolation weakens the victim and makes them more vulnerable to mental attacks.

Now that we have explored these techniques, take the time to reflect on the relationships around you. You might find these tactics to be far more common than you could have ever imagined.

Dark Psychology and Seduction

Dark Psychology in the realm of seduction is our next topic, and one which has caused a large amount of heartbreak, trauma, and tragedy for countless men and women. But the application of dark psychology when it comes to seduction and the romantic world is, again, part of a spectrum of tactics, not all of which are overtly malicious.

A man who enters the dating world and presents only the best sides of himself is practicing a form of dark psychology in that he is presenting a sort of “white lie” as he hides the things about himself that he thinks a woman may not like or may prompt negative judge about him without first getting to know him. We are all guilty of making false, negative assumptions about people sometimes before we even talk to them, so a degree of this is totally understandable. But when the lie persists, and there is never a fully open two-way exchange of trust and respect, then there is fertile ground for turmoil and even abuse.

In this chapter, we will be discussing the more malicious applications of dark psychology within the realm of seduction.

One of the most dangerous things about the practice of dark psychology in romantic relationships is that not only can the effects be devastating and have long-lasting effects, but the perpetrator also often carries out these insidious strategies over a long time, while distorting and playing with the target's emotions. When a person has successfully gained the trust of another individual, that person becomes very vulnerable in the realm of emotions because trusting someone means believing in positive motivations and good decision-making even when you do not have all the facts or do not have a front-row seat to what is going on.

For example, if a married woman finds out her husband is going on a work trip, she may or may not feel uneasy about the situation. If the relationship has a healthy amount of trust and respect without any prior events, then it is likely the woman will not feel too much anxiety about the prospect of her husband going away for a few days, much less the idea that he is going to cheat on her with a coworker. If the

husband has that intention, then having established trust beforehand ensures that he is likely to get away with his intentions without worrying about his wife having the slightest suspicions. But chances are, a man who just wants to sleep around is not going to go through the trouble of establishing a stable marriage for years before enacting his plans. And it would be difficult for this man to convince his wife of a completely different persona for that period of time, and the effort would not be worth it unless there were additional hidden goals motivating those efforts. A man who goes through this much work to establish a different persona from his own for the sake of self-betterment and advantage ventures into the realm of the dark triad persona set, which we will get deeper into in the next chapter.

For the purposes of this chapter, we will focus on the seduction that takes place at the very beginning of a relationship. As mentioned previously, the use of dark psychology may not be a focused, conscious effort, but simply some advice a person got from a friend or something he read online on a dating forum. For whatever reason, the dark psychology practitioner in this scenario will begin with some careful observation and information gathering before making his first move. Just as in the prior example of an individual trying to take over a room and become an alpha-like presence in the room, someone with a singular target whom he wishes to win over in just a few minutes will begin by making sure he has chosen the best target for his intentions. It is not enough to just pick out someone he finds attractive. He must also look out for additional signs that this woman is going to be open to an approach at all, let alone a friendly conversation. The setting itself could be just about anywhere that it would be appropriate to approach someone you do not know and introduce yourself. The environment may be a place like a party or a bar or some other public place where people hang out regularly. But we could also be talking about a quiet coffee shop, a park, or outside a bus stop. People meet acquaintances in all kinds of places, and, once the target is chosen, the place where the practitioner will want to make his first move must be a place where it is going to be comfortable and convenient to carry out a conversation. For example, he wouldn't want to meet his target while she is busy on her way to work or obviously trying to accomplish a task that

demands her full attention. Rather, he wants to catch her somewhere where she is relaxed and just enjoying something without a lot of stress involved. People in this environment and state of mind will be more open to unplanned meetings and events, and he will want his target to be as comfortable and open as possible.

One of the most important decisions that the practitioner will make when using dark psychology in seduction is choosing the target. We often watch programs or news reports of someone being abducted or fooled into doing something a person did not want to do, and you might think, "I would never do that." Well, the truth is, most of us can be overconfident when it comes to making judgments and reading another person's character. Sometimes, we are correct, and other times, there is a very clever dark psychology user behind the scenes who only presents what he wants us to believe in on the outside.

The target will often be young and exude personality traits that are consistent with someone who is open and friendly and likely to engage with a stranger. In this example, we are looking at the dark psychology user who is planning to approach a complete stranger in a public place with the hopes that he can develop some kind of connection that will open the door to more interactions. You might think that one of the key ingredients to a plan like this is that the practitioner has to be really attractive. But the truth is that men can impress and charm other people without necessarily being the most attractive man in the room. If he has the right preparations and knowledge, a man can be very charming without being devastatingly handsome, though this factor would certainly not hurt.

Different women are attracted to different types of personalities, and the practitioner who is aiming to charm a woman must pick up on these desired traits rather quickly into the interaction or personify them based on information he has gathered about her past and what type of men she likes. Keep in mind that the tables can easily be turned here where we are talking about a woman who is using dark psychology to seduce a man, though the tactics will work in a woman's favor as most men's immediate attraction is purely physical. A man looking to seduce a woman can be a little trickier, so this is why we are looking at the process from this angle.

First impressions involve what most people view as superficial aspects of a person. When the man approaches his target, he will be dressed in a way that conveys to the target what he wants her to see. Is he a busy professional who was stopped in his tracks and just had to say hello? If so, he might be wearing a business casual ensemble with some pricey-looking accessories. Perhaps he is a sporty type and is wearing something casual but made to move in. This could be the route he would take if he wanted to catch while she was out for a job or a long walk. Perhaps he wants to look younger and adopts more of a gently tussled, boho kind of style to mirror the target's style, etc. His appearance will play into this first encounter and the impression he makes on his target, but then he has to open his mouth.

His approach is careful to be non-threatening and casual. He doesn't want to scare her away by approaching her with an obvious objective, say, of throwing off a pickup line and then asking for a phone number. The best approach will happen if it appears the man just happened to be in the same place at the same time and is intrigued by the appearance of this attractive woman. He does not want to steal away her time if she is not ready to giving it away, and the approach itself might have to wait until a better time if he does not get a positive response right away. If it looks like he is bothering her in any way, he will probably need to take a step back and try again some other time, or else move on to a different target.

But if he is successful and approaches in a way that does not alarm the target, she will send him a positive signal such as a smile or a greeting. The progression to seduction will depend a lot on how well the dark psychology practitioner reads the target and how well he responds in a way that is effective and positively reinforcing his selected persona. Those who are skilled in this area will be able to charm the woman rather quickly. He knows that women like to be listened to and feel like the person cares about what they are saying. To play into this, the practitioner may throw all kinds of wonderful compliments and questions and interest at her in order to show that not only he is listening but that he is very interested in everything she has to say. This will create a sense of camaraderie, and the longer

this can be maintained, the more the target will feel comfortable talking, and eventually she might even release details about her life that will further work toward the practitioner's goals.

What the user will look for in this situation are the little subtle cues that the target is interested in. Often, we, as human beings, give signals subconsciously without our immediate awareness, and we all have certain reactions that go off automatically when we are entertained or interested in a conversation. The more positive signals the target gives off, the more these are taken by the dark psychology practitioner as a go-ahead to move forward with the interaction and to turn on the charm as much as possible.

The goal of this first interaction is to secure a second interaction. This could be explicit with an outright invitation to hang out again in the future or for a date, or it could be another "coincidental" meeting at which both of these individuals run into each other, perhaps during a similar activity or set of circumstances as this first interaction. Each time the practitioner interacts with his target, the goal will be to increase the attraction that may have started when the two of them first met. The progression will look a lot like a dating situation, but the dark psychology user is using tactics that are covering up the truth of the motivations and goals underneath.

In another scenario, the practitioner may have the goal to get a girl to come home with him the same night. One of the most commonly used tools in this scenario is alcohol, with the intent of getting a girl drunk enough that she begins to make poor decisions and become overly trusting of complete strangers. When this situation is created, the dark psychology practitioner can simply make a few suggestions, and the woman may be convinced that she is in safe hands and can trust this man for a fun night without any commitments afterward.

Women can protect themselves from predatory behavior by being aware of the common tactics and warning signs when engaging with strangers. Some of the advice you have heard for years seem obvious until a woman finds herself in a situation where her senses and thinking are clouded or distracted. It is also important to be on guard and aware of situations that may arise with close friends or

family. Friends who attend a big party or go to a bar together should never abandon the group in favor of spending time with a man they have just met that night, especially if she is drinking. Her friends should not allow this to happen, even if she insists, as the man in question seems unbelievably charming. The old saying about things that seem too good to be true usually are, is told over and over for a reason. If you suspect that someone you care about is under the influence of a master manipulator, it is important to talk with them about the possibility that they are being lied to as a means of getting something in return but not being straightforward. Do not be afraid to start that conversation if you believe there is a possibility that someone you care about is in danger. A lot of people may find the idea intimidating, or they hesitate because the friend might think they are overbearing or overstepping their bounds. It is always better to find yourself in disagreement with a friend than to find out that he or she has been abused or mistreated by someone they had thought they could trust or developed feelings for.

The truth is, when a practitioner of dark psychology is able to get past the seduction phase successfully, they will often continue the ruse because they enjoy playing with the control and trust they have won and enjoy basking in their prize. They may be using the individual as a way to make themselves look good, like a trophy, or they may be using this person as a means to some other end. The motivations behind such manipulation and abuse can vary widely, and the damage that can be done in the end should never be underestimated.

How to Use Dark Psychology to Succeed at Work

The main reason many people want to learn about dark psychology is because they want to do better in their careers. They aren't content working the job they already have, they want to prove themselves to be capable of more.

But somewhere along the way we figure out the truth: that getting ahead in our careers is not necessarily a matter of skill, but of manipulation and persuasion. As you know dark psychology is the best and most legitimate way to learn these skills, and now it is time to learn how to use them specifically in a work setting.

We have to think harder about how we interact with our co-workers. For instance, let's say we have a female early 20-something analyst in the midst of a post-graduation down-cycle who has encountered many challenges both professionally and personally since starting work a few years ago.

She frequently finds herself wanting to connect with people who are perceived to be more advanced in their careers or whose interests are different from her own. Being able to figure out why you are attracted to certain people is a valuable skill for early career practitioners and likely contributes to her success as an analyst.

Personality is an especially crucial subject for the context of the workplace because it is an environment where you have to interact with many different kinds of people, many of whom—you will soon find out—you do not actually know that well as people.

Dark psychology is broader than neurolinguistics programming, but NLP is where all of our tools and techniques of deep communication and manipulation come from. NLP is where the three big steps of manipulation and mind control originate from: establish your own state control and perceptual sharpness, imitate the unconscious cues of communication of your subject so that they incorporate you into their mind, and use one of the techniques to get them to change their ideas or behavior.

People think constantly without even realizing it because most thought is unconscious. NLP is the way we take advantage of the

unconscious nature of most thought to tell people's minds to change in the structure before they even know it.

The topic of NLP is important for discussing personalities in the workplace because NLP has five main categories for the kinds of personalities people have. In the jargon of NLP, these "personalities" are actually called metaprograms. You would do well to identify the important people at your workplace within these metaprograms. Take advantage of your perceptual sharpness to ascertain this information.

As we have told you before, getting information about the subject is everything. But it is also true that our brains need to sort all the information we get into categories to understand the world better. These metaprograms do that job for you.

Metaprograms are more useful than personalities because they are more objective. They also focus on the motivations people have and the way they use logic, rather than on their mannerisms or less important patterns of behavior. Metaprograms do not simply describe how much you like attention or how nervous or relaxed you are—you may notice some aspects of each metaprogram that overlap with these traits, but metaprograms are much more specific than these less useful terms.

These NLP-styled personalities are not only a way for you to get more information about your co-workers. Remember the second step of NLP mind-reading and manipulation: you have to imitate the cues of communications the subject shows you. When you do this, you make them unconsciously see you as being like themselves. That means if you take on the traits of your co-worker's metaprogram, you make it easier for you to succeed in this step.

The last thing for you to know about metaprograms, in general, is that they are sorted in dichotomies. A dichotomy is a contrast between two items that are different. But while you should choose just one from each dichotomy in each metaprogram, it is important that you remember that people are not as simple as being A or B. Any time we have a dichotomy—in any situation—picking one of the two is just a category you can use to simplify things and think of

them differently. But you should not think of them as being always or exclusively one of the two. People are much more complex than this.

Our first metaprogram is between the dichotomy of options and procedures. People who are on the options metaprogram do not like being limited or being told what to do. They want as much freedom as possible, and they like to think about things from a general perspective rather than getting in the weeds. People on procedures, on the other hand, need to understand every small detail whenever they get into something new. Procedures people hate the feeling that there is something they are missing, and when a detail is skipped, they fear they are missing something important.

The second metaprogram is external and internal. This metaprogram is concerned with people's incentives. External people want to be told by others when they do good work, and they also want to be told when they do bad work. Internal people do not want to get outside opinions about their work, though. They feel they know when their work is good or not, and hearing what other people think is just a bother.

The third dichotomy in metaprograms is proactive and reactive. These metaprograms describe how someone deals with the future. Reactive people look at a calendar and are always thinking about how the work they are doing now fits into the picture of all of their work. This can be a hindrance because they think so much about planning ahead that they lose sight of what they are trying to do right now. Proactive people, on the other hand, hate thinking about the future or planning ahead. They only care about the here and now.

Our second-to-last is toward and away. This metaprogram is about goals and deterrents. All of us have things we look forward to in the future, but forward people are chiefly concerned about their goals, and they do not look behind them at all. Away people are the exact opposite of forward people. They can have issues looking ahead because they spend so much time thinking about what is behind them.

Finally, we have sameness and difference. Sameness people have a love for familiarity: they spend their time around things they already know. Things they do not know make them fearful, so these people avoid them at all costs. Difference people, on the other hand, are always craving for new experiences to have, for new people to meet, new foods to eat, and so on. If there is something they haven't experience yet, difference people want to experience it.

These are the five big dichotomies in metaprograms. Whoever the co-worker is who you want to use our dark psychology tricks on, you will want to sort them into these metaprograms. Now, when you use the Aristotelian technique of envisioning the future you have a more objective stand-in for the person you will interact with.

You see, when we imagine someone in our heads, it is not always the way they really are. NLP's metaprograms are so useful because they make us think carefully about the kind of person our subject is.

Metaprograms are particularly good for the work environment because they force us to think about the people we work with more objectively. When you do Step 1 and prepare to get into the co-worker's mind with Step 2, you can use these metaprograms to paint a fuller picture of who you are going to use dark psychology on.

Since these are often just people we interact with exclusively in work environments, we can be surprised by how little we might know about them from a metaprogram standpoint. If you are being honest with yourself as you sort them into these dichotomies, you might realize you do not know very much about them at all. When this turns out to be the case, don't just go along with the dark psychology technique anyway. There is no point in doing this when it will not work anyway—you cannot adapt to the social cues of a person you do not even know yet.

That's why from here you will have to do more intel-gathering on them first before you can even move on to Step 1. Step 1 cannot successfully happen until you know the person and how they fit into all the metaprograms. Until you do that you will not be able to properly imagine the interactions you have with them for Steps 2 and 3.

Having said that, after you get to know the co-workers' metaprograms let your senses do all the work in perceptual sharpness, use our exercises to prepare your state control, and imagine the interaction in your imagination, you are ready for Step 2.

Conclusion

Once you can successfully employ any of the above-mentioned techniques, it is important to consider whether you are using them ethically. Our ethics generally evolve from our own internal value system. Before choosing to influence another person in any way, it is usually a good idea to take a step back and ask yourself whether you would like to be in your subject's position. If the answer is 'No,' you should strongly reconsider whether continuing on your current trajectory is morally valid.

Within this book you were given a plethora of information necessary to understand the secrets of dark psychology and recognize the vast majority of ways that dark psychology can be used in both ethical and unethical manners.

Within this book, you were treated with a wide variety of topics, ranging from background information about emotions and empathy all the way to various ways people can use to manipulate others, along with everything in between. These pages have sought to provide you with all of the information you could possibly need in order to recognize and avoid manipulation for your own safety and sanity. Ultimately, most manipulators have absolutely no qualms about manipulating others and are glad to do so if it means that they get what they want. Their only real concern is in helping themselves and ensuring someone is meeting their needs.

As you read, you were given several pages of relevant information for you to master. Ultimately the most important pieces of information for you to take away from this entire book lie in understanding the value of ethics and how to treat others ethically, recognizing the nonverbal communication of others, and recognizing how to protect yourself from the manipulation of others.

As you continue forward on your journey through dark psychology learning to navigate through the darkness, you are now armed with several tools that will protect you. You will see now how to ensure you are safe at all costs. You will see the signs that you or those around you are being manipulated, and you will have the skills to handle that manipulation with ease. From here, consider this book

and the information in it a valuable guide. If you ever feel a need to brush up on the basics, come back here. This can be your grounding point as you continue to dig deeper into the arts of dark psychology. Remember to keep ethics at the forefront of your mind and that you do not have to fall into the darkness just because you have taken a look at what it has to offer. You can use the concepts of dark psychology without hurting anyone.

The fact that you were willing to read this book to the end shows your dedication and desire to gain knowledge on the subject of manipulation. If you have been keen, you have realized that dark psychology can affect any person. Whether you are young or old you must equip yourself with some knowledge on the subject of dark psychology.

At this point you have learned about several different types of manipulation and dark psychologies that exist. You have gotten to see into the mind of a narcissist. You have learned about several common forms of manipulation that are both compelling and effective. The tactics that are found in this book are some of the more common attempts to control you that you are likely to encounter. Many of the tidbits of advice that you received about fighting off manipulation should be effective in helping you to remain strong and able to resist the manipulation that you may eventually face.

From here, all that is left for you to do is to take some time to begin learning what you can do to help yourself. Use these tools for your good and make sure that you take the time to protect not just yourself, but also everyone around you. Make sure that you use the information that you got to work with those that you care about and to protect the unsuspecting. Ultimately, the tools that you have been provided in this book can be used for either good or bad purposes. You can choose to hurt or help. However, you have to be willing to deal with the consequences of what you decide to do. Don't let yourself be taken advantage of and learn that you, too, can fight back, protect yourself, and ensure that you can maintain yourself and your integrity.

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